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Bay Saint Louis
Corporation.
The city of Bay
St. Louis, Mississippi
commemorating 100 years
of incorporation

DATE DUE			

HANCOCK COUNTY LIBRARY SYSTEM
Hdqs: City-County Public Library
312 Highway 90
Bay Saint Louis, Mississippi 39520

HANCOCK COUNTY LIBRARY SYSTEM

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312 Highway 90

Bay Saint Louis, Mississippi 39520

REFERENCE ONLY

THE UNIVERSITY OF CHICAGO
LIBRARY
540 EAST 57TH STREET
CHICAGO, ILL. 60637

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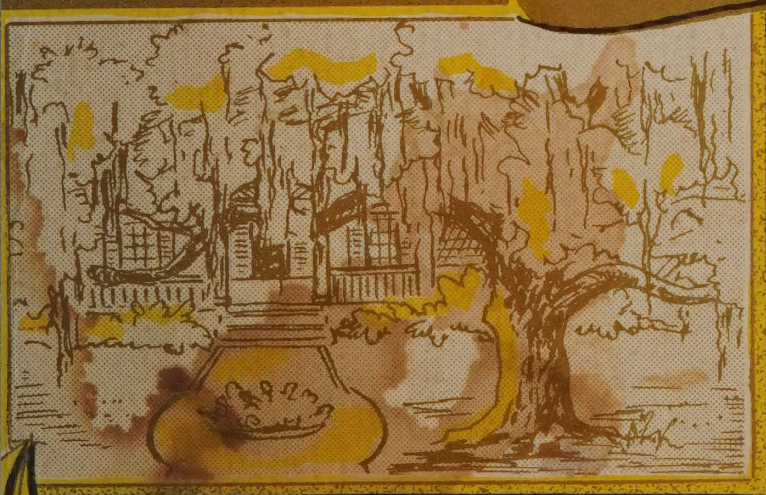
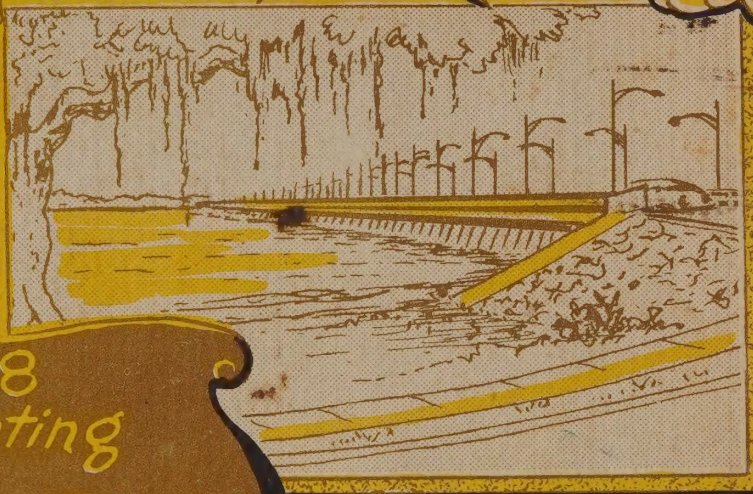


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BAY ST. LOUIS

MISSISSIPPI

1858
Celebrating
100
YEARS
of
Incorporation
1958



Net Ducomb

Price 75¢



We are proud to
celebrate
100 Years
of steady progress
under the same
CHARTER OF
INCORPORATION

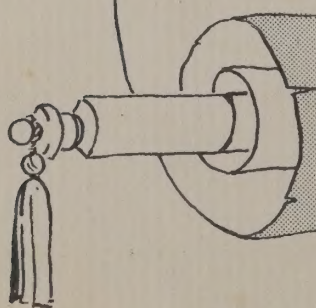
Bay St. Louis -

MISSISSIPPI

MAYOR John A. Scalfide

COMMISSIONER J. Cyril Glover

COMMISSIONER Warren C. Traub



342

THE CITY OF BAY ST. LOUIS, MISSISSIPPI

Commemorating
100 YEARS
of Incorporation

A presentation to the Citizens
and friends of the City of
BAY ST. LOUIS



Sponsored by

Bay St. Louis Centennial Corporation

with the cooperation of

SERVICE, FRATERNAL and CIVIC CLUBS
SCHOOLS, CHURCHES and BUSINESS

10927

THE CITY OF
WAVELAND
JOINS
BAY ST. LOUIS
in celebrating its
CENTENNIAL



GARFIELD LADNER MAYOR

ALDERMEN

CORNELIUS HERLIHY
AL WEINFURTER

ANTHONY BOURGEOIS
NORVIN PENROSE

**CLASS OF SERVICE**

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

RECD SA9 MF TNX.= GA PLS EXC COPY 817AMC=

THE WHITE HOUSE WASHINGTON DC JULY 18 1958

THE HONORABLE JOHN A SCAFIDE, MAYOR OF BAY ST LOUIS
CARE MRS FRANK KIEFER 800 DUNBAR AVE BAY ST LOUIS MISS
TO THE CITIZENS OF THE CITY OF BAY ST LOUIS JOINED IN
THE CELEBRATION OF THEIR 100TH ANNIVERSARY, I SEND
GREETINGS. IN THE STORIED PAST OF THE MISSISSIPPI GULF
COAST, YOUR CITY HAS PLAYED AN IMPORTANT PART.

STRENGTHENED BY TRADITIONS OF ENTERPRISE AND COMMUNITY
ACHIEVEMENT, BAY ST LOUIS CAN ENTER ITS SECOND CENTURY
WITH CONFIDENCE AND THANKSGIVING=

CONGRATULATIONS AND BEST WISHES=

DWIGHT D EISENHOWER=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



City Hall, Picayune, Miss.

from the city of
PICAYUNE

•

CONGRATULATIONS NEIGHBOR ON THE ANNIVERSARY OF YOUR 100th BIRTHDAY

The City of Picayune and its citizens extend to you a heartfelt and proud **HAPPY BIRTHDAY**, and best wishes for a most successful Centennial Celebration. We are pleased to join with the other cities of this area in wishing you continued prosperity and success during the next 100 years.

L. O. CROSBY, JR., Mayor

H. Verne Carr, Councilman

W. E. Godard, Councilman

Dr. J. M. Howell, Councilman

A. J. Read, City Manager

A. L. Franklin, City Clerk

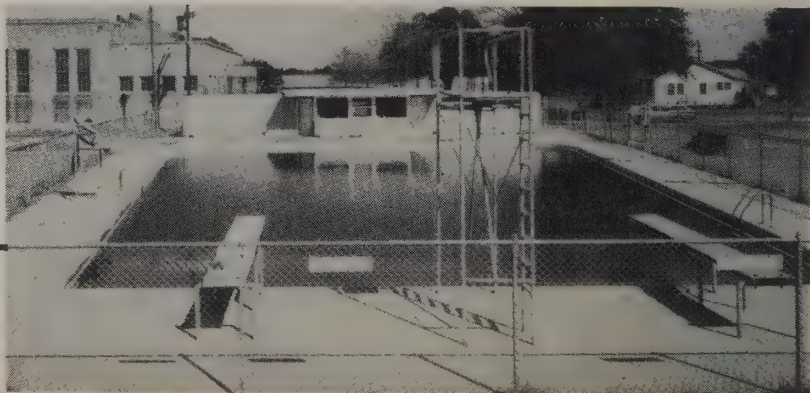


L. O. Crosby Memorial Hospital, Picayune



Picayune Memorial High School, Picayune

Y. M. C. A. and Swimming Pool, Picayune





STATE OF MISSISSIPPI
EXECUTIVE DEPARTMENT
JACKSON

J. P. COLEMAN
GOVERNOR

June 20, 1958

TO THE CITIZENS OF BAY ST. LOUIS:

I wish to extend my most sincere congratulations and greetings upon the One Hundredth Anniversary of the City of Bay St. Louis.

I hope that the next one hundred years will be one of complete success and prosperity.

For the remainder of my administration as governor you can rest entirely assured of my warm hearted co-operation.

With kindest regards to all, I remain

Sincerely yours,

J. P. Coleman

Governor

JPC/nc

GREETINGS



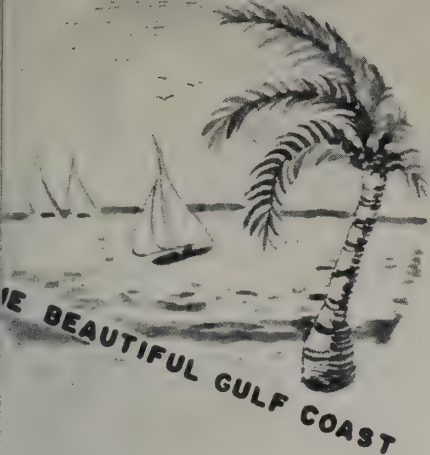
TO CENTENNIAL GUESTS

From Biloxi — The Coast City That
Successfully Leads a Double Life

There's the Biloxi of the Beach with its six mile strip of saltwater playground. Then there's the picturesque Biloxi of Back Bay, with its seafood canning factories, its famous fishing fleet and its Biloxi Lugger boat building business — all of which are a part of the city's serious side as the shrimp capital of the nation. And then there's the Biloxi of Keesler Air Force Base — the Electronics College of the Air. All three extend an invitation to visit them during your Centennial stay.

CITY OF BILOXI

at the Eastern End of the
WORLD'S LONGEST MAN MADE BEACH
28 Scenic Miles from Bay St. Louis



CITY OF
Bay Saint Louis
MISSISSIPPI

COMMISSION
GOVERNMENT

OFFICE OF THE MAYOR

June 28th 1958.

TO THE CITIZENS OF BAY ST. LOUIS:

Greetings to all who live here and to all who are visiting. The 100th Anniversary of the Incorporation of our beautiful city is a great milestone in the history of the growth and development of our community and should be observed in a manner befitting the occasion.

It is our sincere desire that you enjoy yourselves to the utmost, and we, your humble servants stand ready to assist you toward this end in every possible manner. We want you to be as proud of this important occasion as we are and to remember it with long and lasting satisfaction.

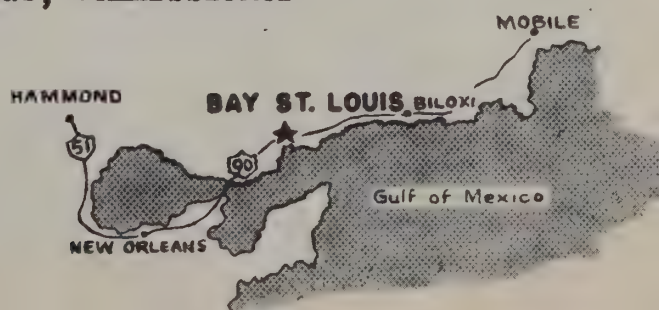
Trusting that everyone will enter into the spirit of the "Centennial" by participating to the fullest extent in all the activities and by doing so, make the observance of this memorable occasion a most joyous and happy one.

Centennially yours,

John A. Scafile
John A. Scafile, Mayor

J. Cyril Glover
J. Cyril Glover, Commissioner

Warren E. Traub
Warren E. Traub, Commissioner



HANCOCK COUNTY'S
FINEST SUBDIVISIONS

MELODY LANE

*"The Metairie of
Bay St. Louis"*

PINE VILLAGE

*"Waveland's latest
development of highly
desirable pine shaded
building sites"*

Frank Kiefer

Experienced for better than thirty years in the Real Estate Field, Frank Kiefer, Owner and Developer of Hancock County's Finest New Sub-divisions, has brought the only Boulevard thoroughfare to Bay St. Louis.

MELODY LANE, with its sixty foot wide Boulevard, planted with Washingtonian Palms and Scarlet Crepe Myrtle Trees, is located in the Cedar Point area of Bay St. Louis.

Facing Dunbar Avenue the Beach is just two blocks distant going north, and coming through Leopold Street, it is one block to the Beach going east.

In close proximity to the Bay-Waveland Yacht Club, this beautiful Boulevard Street is in the most desirable neighborhood of the city. Lots are shaded by stately pine trees, and ground is very high and well drained. Surrounded by the finest new homes of the city, this sub-division is selective for quality homes, with reasonably priced spacious sites available.

PINE VILLAGE, latest development of Waveland by Frank Kiefer, Developer of Better Building Sites for Finer Homes — consists of fifteen acres of cleared lots — with wide streets and good drainage, made invitingly cool by shade from stately Pine Trees.

This new sub-division is located near the heart of Waveland just off St. Joseph St., near Jeff Davis and Coleman Avenues.

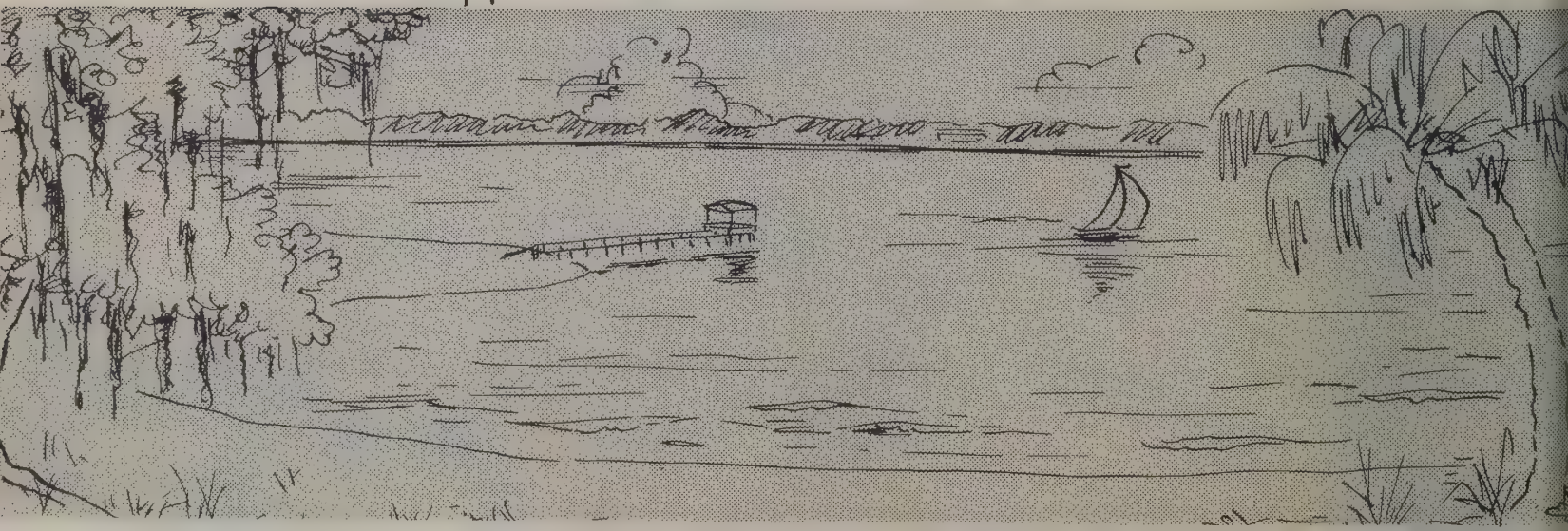
An ideal location for those persons desiring moderately priced sites for building. Close proximity to schools, shopping areas and Railroad Station are advantageous assets of this newest offer by Frank Kiefer Real Estate in the development of Hancock County.

Frank Kiefer

OFFICES

NEW ORLEANS, LA.
408 CARONDELET BLDG.
PHONE JA. 5-2765

BAY ST. LOUIS, MISS.
800 DUNBAR AVENUE
PHONE HO 7-6122





Business district — 1889 — showing intersection of Main St. and Beach Blvd. Carriages drove on either side of oak in center of street.

Bay St. Louis... Early History

GEORGETTE HALL AND ROLAND WESTON

NESTLED in what appears to be the curved arm of Mother Nature along the Gulf Coast lies the City of Bay St. Louis. Just before the land touches the warm waters of Bay St. Louis from which the town gets its name, there is a ribbon of white beach which meets the ever present, ever moving and changeable waters of the Bay. Just beyond the beach the city begins, shaded by large oaks draped with Spanish moss, tall stately pines and sycamores, and shrubs and flowers that enrich the surroundings and provide unusual, almost exotic, color during every season of the year.

The history and romance of this area have produced many questions which are frequently asked regarding the early, middle and late history of the Gulf Coast. Who was the first European to set eyes or feet upon the lands that are washed by the Gulf of Mexico? What was his nationality and in what year did those things happen? In 1394 to King John of Portugal and his queen, Philippa, a son was born who was to be known as Prince Henry the Navigator. As two older brothers stood between him and the throne Henry gave his attention almost exclusively to the study of the mathematical sciences and navigation. Intending to devote his life to the exploration of the unknown lands and seas to the south, he erected an

observatory and established a school of navigation and map-making. In this school were trained the most intelligent, enterprising and daring navigators of Europe; and their discoveries under his tutelage and inspiration, startled the world. It was shortly before the year 1500 that Gaspar Cortereal under the patronage of the Portuguese throne sailed into the West presumably taking the course charted by Columbus. When Gaspar and his men returned to Portugal a map of the new discoveries was made. This map shows for the first time the peninsula of Florida with a part of the Gulf Coast to the west. It is believed by many historians that this map is sufficient proof that Gaspar shortly before 1500 was the discoverer of the Gulf Coast and that the Portuguese occupation of this area, although temporary and unofficial, antedated both the Spanish and French occupations by two hundred years.

Other historians begin the explorations of this part of the Coast with Robert Cavalier de LaSalle who descended to the mouth of the Mississippi River and on April 7, 1682, reconnoitered the shores of the Gulf of Mexico. In 1688 Tonti, the faithful friend of LaSalle, came as far as the Gulf to seek tidings of his lost leader. Tonti examined the Coast 30 leagues towards Mexico and 25 leagues towards Florida. When Pierre le Moyne d' Iberville came to plant the Fleur de Lis of France on the Gulf Coast on April 12,

1699, he visited a bay about 9 leagues from Ship Island to which he gave the name St. Louis, in memory of Louis IX of France, crusader and Saint. Finding the waters of the Bay very shallow, Iberville decided to place his settlement at Biloxi. Iberville only sounded the depths of the water, but his brother, Jean Baptiste le Moyne Bienville, set foot on the land and gave it its present name, on the Feast of St. Louis, August 25, 1699. Pericault, the journalist from the frigate *Le Marin* writes of their adventures as follows: "We shortly afterward found a beautiful bay about one league in width, by four in circumference, which was named Bay of St. Louis, because it was on the day of St. Louis that we arrived there. We hunted for three days, and killed 50 deer. Next day we camped at the entrance of Bay St. Louis near a fountain of water that flows down from the hills which Moyne Bienville named Belle Fontaine (now Pine Hills). We hunted several days around this Bay and filled our boats with venison, buffalo and other game."

The French explorers apparently found the Indians of this area to be friendly. They were Choc-taws, by far the strongest tribe in Mississippi. A fragment of this tribe had settled in Hancock County in the southern part near Bayou Philip. They were full blooded Indians and called their village Chica-poula, which means "bad grass," the name probably referring to the numerous rock-a-chaws which abounded in sections of the land.

In December 1799, d'Iberville placed a few families in Bay St. Louis with a sergeant and 15 men. On January 3, 1721, two ships, *La Gironde* and *La Volage* arrived with about 300 persons for concessions of M. La Blanc and Court Bellville on the Yazoo River and Madame Mezieres on the Bay of St. Louis and Madame Chaumont on the Pascagoula Bay. From the record of land grants it would appear that the colony of Madame Mezieres settled on a 17,084 acre

grant north of Felicity Street. The colonists sent over by d'Iberville and Madame Mezieres were the pioneer settlers of Bay St. Louis.

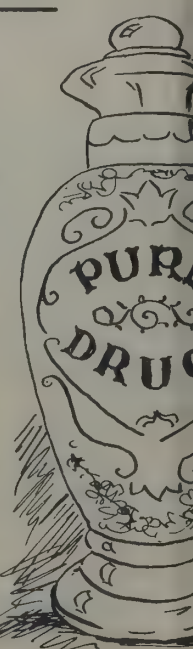
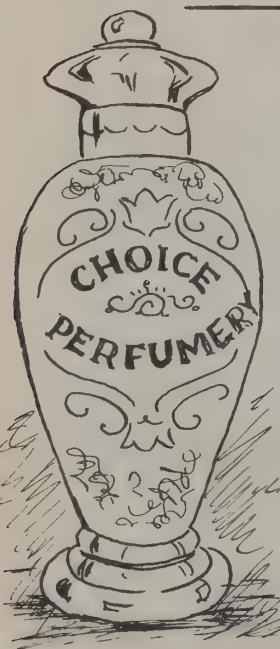
The country remained under the French flag until 1763 when the settlement at the close of the Seven Years War (French and Indian War) gave it to Britain. In 1793 at the close of the American Revolution, the land passed as West Florida to Spanish rule. In the fall of 1800, Spain secretly ceded Louisiana to Napoleon by the Treaty of San Ildephonso. Spain, however, remained in actual possession of this territory. A diplomatic triple play was executed at New Orleans in the fall of 1803 when Louisiana went from Spain to France to the United States within a space of 20 days.

The first written records of habitation in Hancock County show that a land grant dated 1781 within the limits of the present city of Bay St. Louis was in the name originally of Philip Saucier. The land passed later to Marshall and Joseph Nicaise. Another very early grant, adjoining the Philip Saucier-Nicaise grant and including the land on which the heart of the present City of Bay St. Louis is built was that of Madame Chorlo, also originating in 1781. The one thing clear, is that Philip and John B. Saucier were the first residents of record in Bay St. Louis and the present Hancock County. In 1807 there was a grant to Amos Burnett for the land on which was situated the old Indian village and is the site of the present city of Bay St. Louis. Joseph Chalone who settled on the Pearl River where Logtown now stands was granted a land claim in 1805. Simon Favre obtained a grant on Pearl River at a place called Napoleon, where he occupied the land and cultivated it in 1806. He also had a claim on the same river lower down at a place now known as Nizan Landing, just above the present Logtown. Ambrose Gaines, who received a land grant from the Spanish government in 1810 for land he had occupied and cultivated, called his vil-

L. A. de MONTLUZIN and SONS PHARMACY

In 1855 a French scholar and journalist, Ludovic Adrian de Montluzin, brought his family by sailing vessel to Louisiana, where at Convent and later in New Orleans, he established private schools for boys. Almost twenty years later, forced by ill health to retire from teaching, he moved to the quiet coast town of Bay St. Louis, where in 1878 he purchased for \$75 the contents of a small apothecary shop, intending simply to indulge his hobby of chemistry. The community's need for medicines, however, caused him to develop the tiny shop into what is now the oldest drugstore on the Mississippi Gulf Coast. Two of his sons became pharmacists—Alfred and the present owner, Rene, who is ninety-two and still quite active! His grandson, Rene Jr., a graduate of the Loyola School of Pharmacy, is now pharmacist-in-charge and manager of the store.

The present building was erected in 1897 after a fire destroyed most of the town's business section along the beach. Its old-world atmosphere has been carefully preserved, along with its round-glass counters, old French shutters, crystal candy jars, and many other relics of the early days, so that, although keeping pace professionally with the changing years, its quaintness is still refreshing both to long-time friends and passing tourists.



lage Gainesville, located at the head of navigation on the west branch of the Pearl River. This village was once a busy and important lumber mill center, and a shipping point for cotton brought by wagon from as far away as Columbia. Gainesville was also at one time the county seat of Hancock County.

There were two Jourdan brothers, Noel and John J., each of whom was granted two tracts of land. Noel's land was on the Jourdan River, to which he gave his name. The Negroes have this confused with the River Jordan about which they sing and are very insistent about being baptized in or with its waters. John J. Jourdan's land was on Catahoula River, or Creek.

One of the most important land grants was the one given by the Spanish government to Thomas Shields. This grant was first given in 1789 to Constantio Tardil, but it was not occupied and cultivated by him so his claim was invalidated. The next year, 1790, Shields got possession of the land, but did not occupy it until 1800. This grant on the shore of Bay St. Louis was called Shieldsborough or Shieldsboro, by which Bay St. Louis and the former port of entry were called for many years.

West Florida came into the possession of the United States in 1810 and the Mississippi Coast was promptly divided into two districts, of which the western known as "Viloxi" included the territory between the Bay of Biloxi and Pearl River and between the thirty-first parallel and the Gulf of Mexico. This section was formed into a county named Hancock, after John Hancock, president of the Continental Congress, on December 14, 1812. The present counties of Harrison, Stone, and Pearl River have all been carved out of the old district as the original extent has been reduced by subsequent acts of the state legislature to approximately one fourth of the area. On February 15, 1841, the County of Harrison was formed and by another division, February 22, 1890, Pearl River County was established.

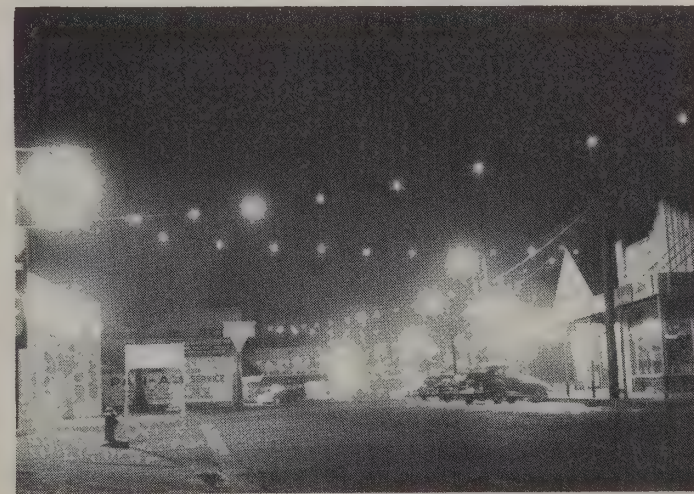
When the War of 1812 loomed on the horizon, Hancock County, being organized that same year was in its infancy as a county but not as a part of the Mississippi Territory in the campaign against the British because all of the war activities other than the Battle of New Orleans took place in the Mississippi Territory and especially on the south coast. It was in 1810 that the American settlers again took up arms against Spain for possession of this southern territory. President Madison ordered Governor Claiborne to occupy and hold the district and on December 7, Claiborne took possession of the district, exclusive of Mobile. Claiborne sent Dr. William Flood to organize the parishes of Biloxi and Pascagoula. On the



Traffic about 1880 on Beach Blvd. between Main and Carroll.



Today, Beach Blvd. by day and by night would hardly be recognized as the same street above, top.



HANCOCK BANK

1899 - 1958



The Spanish American War was over and the treaty with Spain ratified—William McKinley was president and the Czar of Russia had called a Universal Peace Conference at the Hague—Gulfport had just been incorporated, completion of the Gulf & Ship Island Railroad undertaken and the lumber industry of South Mississippi started in earnest.

In such times and in such a historic setting a group of enterprising and public spirited citizens gathered at the Court House in Bay Saint Louis to organize a bank, the nearest bank on the Coast being in Biloxi.

On October 9, 1899, the Hancock Bank opened for business with a paidup capital of \$10,000 and deposits totaling \$8,337.41.

In April, 1902, at the urgent request of citizens of Pass Christian, who were without a bank, the Hancock Bank opened its banking house in that city. In 1932, in the midst of an unprecedented depression and at the invitation of Gulfport citizens who were without local banking facilities, Hancock Bank brought its service to Gulfport.

For more than half a century the Hancock Bank has grown in strength and service, from its original resources of Eighteen Thousand Dollars to an amount in excess of Twenty-Eight Million Dollars.

The building of a strong bank is not an easy undertaking. The combined thought and labors of many men and women have gone into the development of this institution. We are gratified that we have fine accounts on our books of children, grandchildren and great-grandchildren whose parents were among the first to open accounts with us when the bank began operations more than one-half century ago.

Through war and peace, prosperity and depression, in booms and panics, it is interesting to note that our Savings Accounts have always increased materially in depression years—during 1907, 1914, 1921 and 1929. Having weathered many financial storms we have achieved a strong firm foundation.

The Hancock Bank has been much more, however, than a safe place to keep money, make loans and pay by check. Its many conveniences and its comprehensive service have facilitated business, promoted commercial and industrial enterprise, helped individuals, stimulated civic improvements, encouraged reforestation, aided agriculture, developed shipping and supported better schools, roads and churches.

Through its initiative, courage and untiring efforts it has also put the stamp of character into the business of banking. To thousands of depositors and countless others, the name Hancock Bank suggests strength, stability and integrity. This institution was founded on the principles of honor and service and has always been conducted by men who regard banking as a Public Trust.

As it now passes another milestone on the highway of financial service, it rededicates itself to the unfinished task of opening fresh frontiers, that this Coast country may more richly develop in material progress and collective integrity. The challenge of the future holds greater problems than any we have yet encountered.

Upon a record of steadfast adherence to sound banking principles and practice, we accept with humility our added responsibility and express our appreciation for the confidence you have placed in us, while we encourage continued co-operation so essential to the prosperity and advancement of this community.

HANCOCK BANK

BAY ST. LOUIS

**GULFPORT
MISSISSIPPI**

PASS CHRISTIAN

Branch Offices in Long Beach and on Pass Road

There were then, as now, many interesting side streets in Bay St. Louis. This one, though not identified by name, is typical of the ones remembered by some of our older residents.

banks of the Pearl River, Flood chose Simon Favre to act as justice of the peace. He then moved to Bay St. Louis where he commissioned Phillip Saucier, who had grown in influence. Mississippi soldiers signing in Hancock County were known throughout the war as the 18th Regiment which was a part of the famous 155th, then known as First Mississippi.

The direct result was of great importance to Mississippi Territory and to the present state as in this way frontage on the Gulf was secured. The flag of the United States was raised over the Bay on January 11, 1811.

In 1852 Mr. Benjamin C. Wailes made a trip to the Gulf Coast and he made the following comment on Bay St. Louis: The buildings of Shieldsborough extend for 6 or 7 miles continuously and with but a few intervals along the Shore of the Lake and (the) Bay of St. Louis. Met Mr. Monet in the streets and was directed by him to Carr's Hotel as the only one in the place provided with stables which I found consists of a very small open and ruinous shed, and a great scarcity of provender.

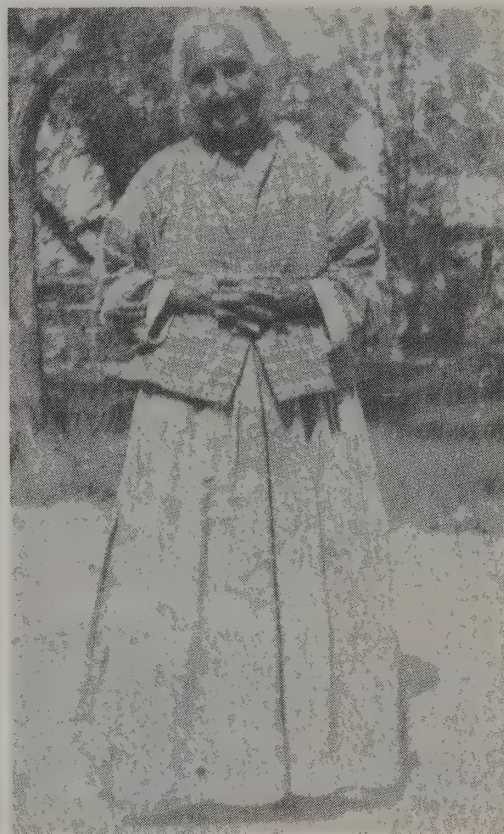
There is a good academy here of the Protestants. The only church is a red brick building of the Catholics of (A) Frenchified, gothic style. The center of the building running up to two stories and the sides only one, which gives it a heavy, factory like appearance. The Jesuits have a school here.

Took a rough sketch of part of Hancock County from a map of Mr. Monet (Julius C. Monet was a Rep from Hancock County to the State Legislature) and took a ride along the town (boat) found no one who could give and (any) aid or information. There being no land route (C) to Pass Christian Without making a wide circuit around the Bay of St. Louis (over the very bad road through dreary piny woods) requiring two days travel, cussed my carriage and horses over in the afternoon by the mail boat Oregon and landed at dusk in Pass Christian.

Journal October 1956

There were 6 "watering places developed on the Gulf Coast before 1860. They were Shieldsborough or Bay St. Louis, Pass Christian, Mississippi City, Biloxi, Ocean Springs and Pascagoula.

Weekly excursions to the watering places made it possible for those forced to remain in New Orleans during the week to enjoy something of Resort life on



Before the turn of the century, Indians would come into town and sit on shop steps weaving baskets which they sold to the townspeople. These pictures were taken in the 1880's in the business section.

CENTENNIAL GREETINGS TO OUR NEIGHBOR **BAY ST. LOUIS** ON THE GULF COAST

The citizens of Ocean Springs join the entire Gulf Coast in commemorating the Centennial celebration of their neighbor, Historic and progressive BAY ST. LOUIS. Ocean Springs, the oldest settlement on the Gulf Coast, extends sincere and friendly greetings to another famous and historic Coast City, BAY ST. LOUIS. We urge all who can to join with BAY ST. LOUIS in its celebration August 4th-9th. When your visit is concluded, we invite you to our shrines in Ocean Springs, the beautiful maritime city on the bluffs, where d'Iberville and the ages met in 1699.



J. C. GAY — MAYOR

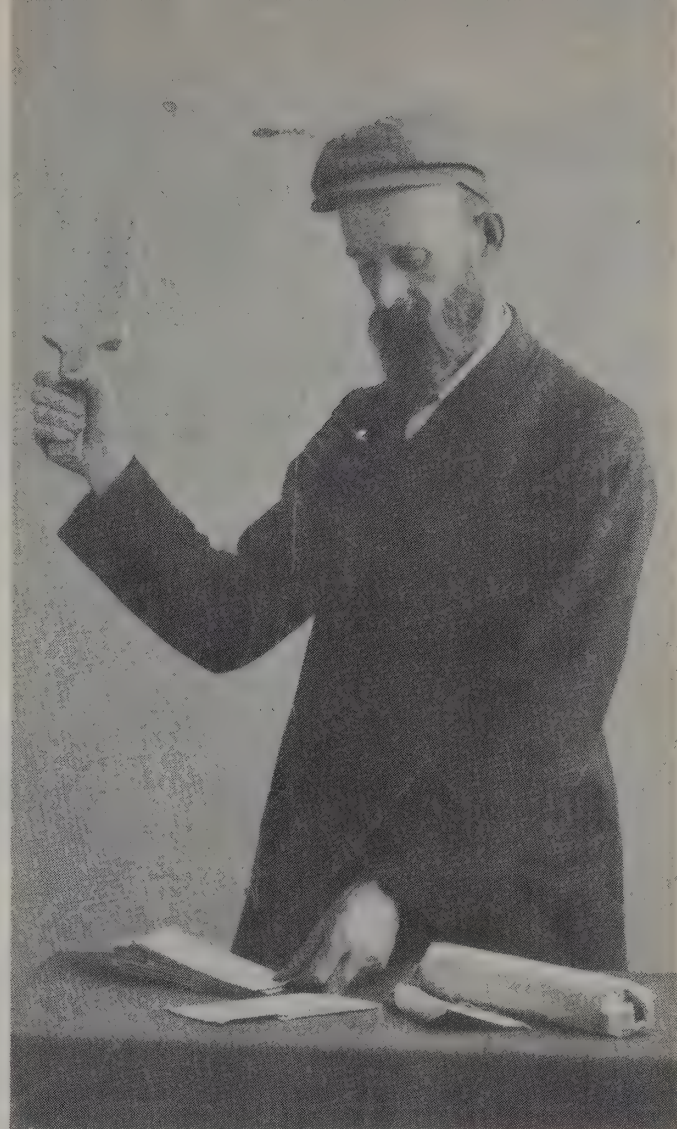
Duncan Moran Alderman-at-Large

John Park . . . Alderman Ward 1

H. A. Turner . . . Alderman Ward 2

John Seymour . . . Alderman Ward 3

Chester McPherson . . . Alderman Ward 4



the week-ends. On the Fourth of July organizations such as Military Companies and Fire Departments came in masses. The selection here to spend the summer was personal. One New Orleans paper put it "here is the difficulty—to select, among so many pleasant and desirable places, all having peculiar advantages and characteristics."

The Bay of St. Louis was named for Louis IX of France on whose birthday it was discovered by Bienville in 1699. Thomas Shield secured a grant from the Spanish Government for part of this area. By 1814 a village known as Shieldsboro on the West side of the Bay was the summer resort of Natchez planters, and during the 1820's and 1830's it grew in favor with the up country planters. Involved land titles in the area gave rise to much litigation that employed numerous lawyers.

Of the location Timothy Flint wrote that "It is swept by cool breezes of the Gulf, and though it has not always been exempt from the yellow fever, is a famed resort for the inhabitants of New Orleans during the sickly months."

The Bay of St. Louis Hotel at Shieldsborough was advertised in 1839 by its owner J. St. Cyr. Board was \$60.00 per month. In 1842 this "establishment" and well known retreat was opened by Edward Milford and Angusters McDonald. They pointed out that in attractions for families . . . "the hotel at Bay St. Louis has claims for possess. Its fine and abundant shade — its excellent drives — a retired resort on the grounds for children and nurses to amuse and recreate themselves — the coolness of the water — the superiority of bathing and washing arrangements — all contributed to make this house a place of very desirable resort."

Rates were \$35.00 a month, \$10.00 a week, \$2.00 a day with children and servants half price. The editor of the New Orleans Daily Picayune, visiting Bay St. Louis in August, 1842, reported "Fishing and fine bathing, good eating and drinking, music and dancing, bowling and pistol shooting, billiards, et

Yellow Fever swept through our town in 1878. This picture of Mr. Joseph Saucier, then postmaster, shows how mail was struck with a wooden paddle set with wire nails after which it was shaken in a box of sulphur dust and presumed free of the dread germs.

Mr. Saucier's two sons are pictured opposite. The seated boy, as we all know him now, Police Chief Saucier, is shown in a present day photograph.

cetera, contribute some of the amusements and enjoyments at the Bay St. Louis Hotel. But these things are not the only attraction at Milfords. There are lots of beautiful and interesting ladies, who complete the galaxy of splendid attractions now at this desirable resort. Indeed Bay St. Louis is a right pleasant place."

Even with the scattered data and incomplete records Bay St. Louis was quite a busy center during the Civil War. No battles were fought here but the Coast was carefully guarded and there were many activities among the citizens for the comfort of the soldiers. Occasionally raids were made and horses and cattle were stolen, and sometimes chickens to satisfy the Union soldiers' craving for chicken dinners. There were no plantations to destroy and no homes were burned. This section suffered little from raids. The only privation that the citizens suffered was a scarcity of salt, sugar and coffee.

Colonel Dan B. Seal, a native of Hancock County

THE BANK

THE BAY BUILT



Although only a fledgling fifty-five years old, this Centennial fever and fervor has inspired us to look back upon our own bold, and almost brash, beginning as a bank.

You should have seen us opening for business in the Echo Building that morning of October 15, 1903, with two boards across two barrels as our paying and receiving counter, backed up by a huge safe previously owned by a local jewelry store. And you should have seen Gaston G. Gardebled, a contractor and builder, one of our directors and later Mayor of Bay St. Louis, make the boards bounce when he enthusiastically slammed down the first deposit of our existence.

Back of us we had \$20,000 capitalization divided into 400 shares of \$5 — par value. Before many months that stock had jumped to \$75 and none for sale, and at the end of our first fiscal year we proudly paid a 14% dividend.

Since then, of course, we have moved into our own building, remodeled and modernized it twice, and celebrated our Fiftieth Anniversary in 1953 with a 100% stock dividend.

During the entire last half of this century Bay St. Louis is now celebrating we have shared its struggles and its success . . . and our own steady growth is a direct result of the sturdy, steady progress of the community we started to serve fifty-five years ago.

THE MERCHANTS BANK & TRUST CO.

BAY ST. LOUIS, MISSISSIPPI

ESTABLISHED 1903

at the outbreak of the Civil War, recruited what was known as the "Hancock Rebels" made up of men from the county and known in history as Company C. To John V. Toulme, another man who figures prominently in the early history of the county and city, is given the credit for organizing the "Shieldsboro Rifles". These men were recruited in Bay St. Louis and saw service in the long war between the States. There was also the "Shieldsboro Dragons" which was a cavalry company organized in 1861 and fought the whole length of the war.

The act organizing the county specifies no county seat. It was provided by an act passed February 2, 1825, that sessions of the county courts be held part of the year in Bay St. Louis and part in Pearlington, and that the use of either jail for the confinement of prisoners was left to the discretion of the sheriff. Court was also held two or three times a year at a place called Center, somewhere near the present Caesar. Later the town of Gainesville on the Pearl River was the County seat. Fire destroyed the court house on April 1, 1853 and the County seat was subsequently moved to Bay St. Louis. In 1860 the County seat moved to Bay St. Louis.

Bay St. Louis is the name by which the settlement was originally known. Later it was called Shieldsboro and both names were used for many years. The Mayor and Board of Aldermen at their first meeting January 4, 1858, attempted to clarify the matter by incorporating the city under the name of the City of Shieldsborough. This evidently did not meet with the general approbation, so on March 2, 1875, the first name was restored, and the city was incorporated as the City of Bay St. Louis. The city is situated in Hancock County on the Mississippi Gulf Coast in the extreme southwest corner of Mississippi adjacent to Louisiana where Pearl River forms the dividing line. It is bounded on the east by Jourdan River and on the south by the waters of the Gulf of Mexico. Oysters, salt water fish, shrimp, and crabs abound in the waters of the Gulf and draw fishermen from all parts of the world. Excellent highways lead into the county and approximately 170 miles of paved roadways within the county are excellent for travel and transportation.

It is interesting to note that by 1880 there were many businesses which thrived in the community. Mr. J. B. Toulme had a leather factory where he employed 7 men and utilized over 10,000 pounds of leather per year. Mr. A. A. Ulman had a woolen mill on Nicholson Avenue which was capitalized at \$40,000. He had 54 people employed and paid a total of \$14,000 in wages per year. Mr. Ulman also had a small leather factory in the neighborhood of Bay St. Louis where he employed 6 men and paid total wages of \$2,000



Young people of the Gay Nineties enjoyed such amusements as picnics, boating, and group singing such as shown here. A chaperon was always present. The lady in the center of this gathering was chaperon for the occasion.

per year. The V. & H. Landrheu Company had a brick yard of \$1,500 value and they employed 3 men at \$1.25 per day. Mr. A. F. Cazanave had a leather factory where he employed 8 men working 11 hours per day. Their wages were \$1.12 per day. There were a number of saw-mills in the neighborhood. B. S. Besson had a mill that cut two million feet of lumber per year and he employed 10 men. Mr. Wm. S. Keel had a mill which cut one million and eight hundred thousand per year and employed 12 men at \$1.00 per day.

Today all of these have passed into oblivion remembered by only the "old timers."

Wherever the French explorers unfurled their banner, they planted at the same time the Cross of Christ. Along with d'Iberville's very first expedition to the Coast were two priests, Father Athanasius Douay and Father Bordenave. The pioneer settlers of Bay St. Louis were all of the Catholic faith. Reverend Louis Stanislaus Mary Buteux was appointed first pastor of Bay St. Louis on July 31, 1847. He was also confided by the Suplican Bishop Chanche at Natchez the communities at Pass Christian, Pearl River, Jourdan River, and Wolf River, and as far as 20 to 25 miles to the north.

Today our youngsters gather in our Youth Center in a more relaxed atmosphere. However, the Center still adheres to the chaperon idea with Mr. and Mrs. Cyril Glover, assisted by parents of the youngsters, always on hand.



FIFTY-FOUR YEARS WITH W. A. McDONALD & SONS

It was in 1904 that Mr. W. A. McDonald from Holly Springs, Miss. moved into Bay St. Louis and rented a home at the corner of Second Street and L. & N. railroad tracks. The founder of our Company had one son, C. C. McDonald, and a daughter, Mary; and another son, John, was born soon after the family arrived in Bay St. Louis. Mr. McDonald was looking around for a business investment in Bay St. Louis and soon purchased the Bay Grain Company from J. A. Green. The Company was located at the L. & N. freight yard opposite and slightly west of the present passenger depot. The building is still in use as a cement and lime warehouse. The early business of W. A. McDonald was primarily feed and farm supplies, but several years later, grocery items, Owensboro wagons and other items were added. The business was then moved to an adjacent building which still stands on Necaise Avenue just at the crossing of the L. & N. tracks. Here a better line of grocery items was carried and some of the biggest selling products of that time were metal boxes of crackers, flour and the very popular confection of that time, the "Stage Plank". (Stage Plank was a flat pastry somewhat like a graham cracker and covered with pink confectioner's sugar.)

In 1925, "Mr. W. A." as he had become known to so many citizens, built a new building at the corner of Toulme and Easterbrook Streets. Here he launched a more extended business featuring as previously feed, saddles, harness, all types of farm supplies, groceries and building materials. It was during this period that the Company began to stress more and more the selling of tobacco. In 1927, Mr. "W. A." was joined by his son, John, as a full partner and the title of the Company became "W. A. McDonald & Son". Now the two partners began to develop the tobacco sales and wholesale grocery phase to a larger and larger extent. The firm began the shipment of tobacco to other towns in Mississippi and then later branched out to cover the entire South. This part of the business eventually became of a size to where customers were located in almost every town from Atlanta, Georgia to Fort Worth, Texas.

During the 1930's, this era in the Company's history reached its peak and then suddenly was destroyed almost overnight by a new form of legislation which began to apply in more and more states. This was the state tax stamp placed on each pack of cigarettes which meant that the Company would be restricted to selling in the one state of Mississippi. A few large accounts in other states still remained active, but these were only those large enough to do their own stamping.

It was now in the middle 1930's and the Company began to develop other departments and the wholesale grocery phase became the largest part of the business. Salesmen called on retail stores along the entire Gulf Coast and off the Coast some thirty or forty miles. In 1938, C. C. McDonald, the eldest son who had run a separate company for many years merged his company with that of his father and brother and once again the Company's name was changed by the addition of one letter making the new title "W. A. McDonald & Sons". With both sons in the business, the retail departments began to expand and greater emphasis was placed on building materials, hardware and furniture and appliances.

The founder of the Company, Mr. "W. A." died in January 1944.

In 1945, one of the sons, John McDonald returned from service in the U. S. Navy and the partnership now consisted of the two brothers and their mother. It was in this post war period that the Company began its greatest expansion program. A wood product company was built and incorporated under the name of Imperial Wood Products. The Company was now engaged in three levels of business, with retail, wholesale and manufacturing divisions. It was during this period, from 1945 to 1952, that the Company reached a peak in the number of employees and during part of this time, fifty-two employees worked in the various divisions of the business.

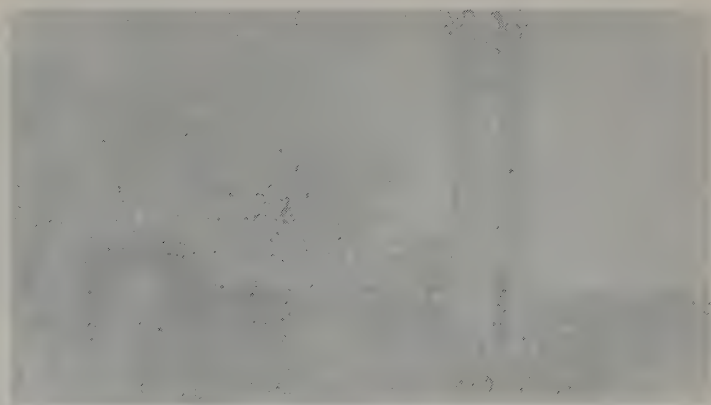
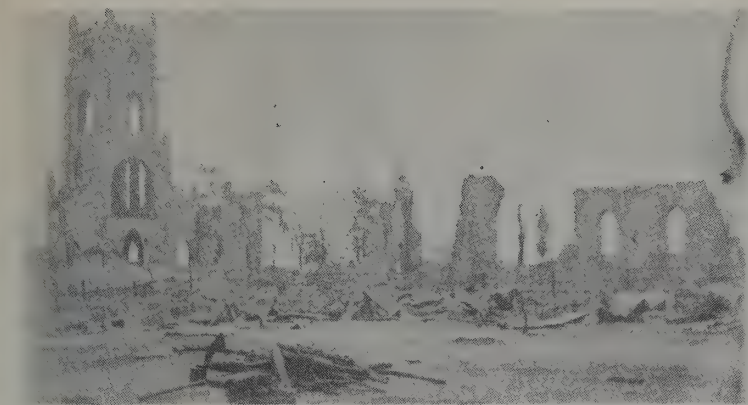
The Company has kept pace with the times and over the years some of the old favorites in merchandise have gradually disappeared. A few facts of interest gleaned from Company records are as follows:

The Company is the oldest Purina Feed dealer in the State of Mississippi and has been a Gibbons feed dealer since 1907.

In early 1930, the Company bought in one order, two carloads of Octagon Bar soap. Today this product is almost unknown.

The Company carried Owensboro wagons until 1948, when this product finally disappeared completely.

One of the largest selling items in early years was oxfeed. This was when the sawmills were operating. Today it is no longer made.



*Ruins of Our Lady of the Gulf Catholic Church
after the fire of 1907.*

Father Buteux reached Bay St. Louis on August 8 and stopped at the Grand Hotel conducted by Mr. J. B. Toulme. On August 15, the Feast of the Assumption, he offered what he called the first Mass. The service was conducted at the Court House. On September 15, just before he started Mass, the deed for the property on which he was to build the church arrived. On March 26, 1848, he held the celebration for the laying of the cornerstone of the new church. Bishop Chanche blessed the church on August 19, 1849, and Bishop Blanc of New Orleans honored the Bay with his presence. That night there was still another ceremony performed by Bishop Blanc — the blessing of the bells, which were named for Mary and Joseph.

Following in the consecrated and dedicated footsteps of Father Buteux was Rev. Henry LeDuc who was appointed pastor of Bay St. Louis on November

Father Le Duc, who was assigned to Bay St. Louis on November 17, 1859, and built the first Our Lady of the Gulf Church later destroyed in the 1907 fire.

17, 1859. For nearly 38 years he spent his energies at this assignment. It is true that when he arrived in Bay St. Louis, he found a church, a rectory, an academy for girls and a school for boys, but these projects were all in their infancy. Following the difficulties of the Civil War, Father LeDuc decided to construct a bell tower as the original church built by Father Buteux had no bell tower, or a very small one. In 1868 the tower was completed and a bell weighing 1540 pounds was installed. Father LeDuc dedicated the Cemetery of St. Mary's on December 22, 1872. It was during the next few years that the good priest became keenly aware that the old church was falling into ruin and had to be rebuilt. He got word to Bishop Elder who granted permission for the work to begin and also granted a loan to complete the construction. The new magnificent structure was nearly completed by February of 1877. Thirty years later on November 16, 1907, the church was destroyed by fire. However, visitors coming to Bay St. Louis today will see the new Our Lady of the Gulf Catholic Church which rises in glory on the same spot where rests the ashes of the old one. Devout Catholics of the community and surrounding areas continue to

Blessing of the Bells ceremony — 1908 — showing rebuilt Church and Academy. Note the charred remains of a tree at right of picture.





BE SURE TO VISIT

Darwood

ON THE JOURDAN

GARDENS

See hundred year old trees amid a wealth of natural beauty first glimpsed by pioneers John and Noel Jourdan, for whom our lovely river is named. Visit Darwood House with its fine collection of antiques. See the "Money Holes", made by seekers of the still unfound "Captain's Treasure". You'll marvel at the lily ponds and fountains, the profusion of shrubs and exotic blooms along the many pathways. All add a distinctive character to the fascinating charm of the existing exquisite natural beauty of this Dream Spot of the Jourdan.

DO NOT MISS THESE GARDENS

on highway 90 three miles west of Bay St. Louis, Miss.
Turn north and follow directional signs.



A group of young ladies from St. Joseph's Academy High School about 1895. The Academy building in the background was totally destroyed in the 1907 fire.

worship there as they have done for over a century.

Father Buteux while serving as pastor of Bay St. Louis was determined to establish a school, for he knew that with the aid of Catholic schools, he could plant the seed of faith and continue his work. He opened a school for boys on September 1, 1852. An epidemic of yellow fever closed the school but with the help of three brothers of the Sacred Heart whom he obtained in Mobile, the school reopened in June 1854. The school has grown into a modern accredited Catholic high school for boys, and bears the name of St. Stanislaus College. On June 23, 1903 the original wooden buildings were destroyed by fire. Only the kitchen and dining room were left standing. At the fall opening two residences were rented to accommodate the incoming students and work was rushed on the new brick structure. Rt. Rev. Thomas Heslin, Bishop of Natchez, blessed the new college on June 21, 1904.

The zeal of Father Buteux never waned even after he had established the church and his school for boys. He was eager to have Sisters care for the souls of the children of the new country. He appealed to Monseigneur Chalandon, a later Bishop of Belley, and in response to his appeal three sisters of the Congregation of the Sisters of Saint Joseph embarked at Havre on November 19, 1854. They were installed in their modest home in Bay St. Louis on January 6, 1855 in the diocese of Natchez and the parish of



A group of boys — about 1890 — pictured at St. Stanislaus College. Grandsons of many of these young men are students at the school today.

Father Buteux. The three newly recruited sisters taught at Waveland for a time, walking back and forth from their home in Bay St. Louis. On the night of November 16, 1907, fire destroyed their parochial school and Academy. The work of 55 years was lost.

In March they started to rebuild their school and in October the new and greater St. Joseph's was ready for occupancy. Today the school has grown into a commodious two story brick building with a basement, large class rooms and dormitories for boarding students.

The 21 years of pioneer missionary work had undermined the health of Father Buteux and in the fall of 1857 he visited his native France to recuperate. In January of 1858 on his return trip to Bay St. Louis, his ship was imperiled by a great storm that battered the craft in mountainous seas for five days. When the ship sprang a leak, destruction and death seemed inevitable. Father Buteux prayed and invoked the aid of Our Blessed Mother, promising to build a shrine in her honor if all were spared. The ship was a battered wreck, destitute of sails and mast, but it came safely into harbor. Father Buteux sent immediately to France for a statue of Our Lady. Upon its arrival, he gathered his parishioners, the Brothers and Sisters, and formed a procession to the woods in the rear of

ST. JOSEPH'S ACADEMY

Established 1855

One hundred and three years educating students in BAY ST. LOUIS.

HIGHLY ACCREDITED Grammar and High School for Boarding and Day Students.





TO MY FATHER

the late

FERDINAND A. EGLOFF

To my father, the late Ferdinand Henry Egloff, who would wish to pay tribute to Bay St. Louis, the city he loved and served as an elected official from 1895 to 1932.

We Extend

CENTENNIAL GREETINGS

•
John A. Egloff

*former Sheriff of
HANCOCK COUNTY*



Blessing of the Bells — 1907. The larger bell was donated by Mr. Joseph Mauffray and Mr. Joseph F. Cazenave and was named "Joseph". The smaller bell was donated by Mr. Hugo Hoffman and was named "Hugo."

the Convent property. There he blessed the statue under the title Our Lady of the Woods. The Sisters aided by ladies of the parish planted the avenue of cedars that line the path to the shrine.

Years later a gentleman involved in serious trouble made a solemn promise to Our Lady of the Woods. If she would help him in his difference, he would build a shrine in her honor. The favor was obtained and in gratitude, he built the shrine that remains to this day.

Main Street Methodist Church was organized in 1852 in the town of Shieldsboro, now known as Bay St. Louis. E. D. Pitts, local Methodist teacher and preacher, who had established schools at Napoleon and at Shieldsboro, was the one who effected the organization of the Methodist Church. The Church was attached to the Gainesville charge in what was called the Paulding District.

In 1858 the Gainesville Charge consisted of four churches: Gainesville, (where the minister Rev. Henry D. Berry lived), Pearlington, Shieldsboro, and Jourdan River.

In 1874 Bay St. Louis was one of four Methodist preaching places on the Gulf Coast; the other three being Biloxi, Handsboro, and Pass Christian. In 1880 services were held in Bay St. Louis in a small building at the corner of Main and Second Streets on property given for that purpose by the late John V. Toulme. Rev. J. W. McLarrin was pastor at the time.

In 1880 Bay Saint Louis, with 2000 population, had 16 members and a good building.

In 1892 the first parsonage was built and Rev. W. G. Forsyth was the first pastor to occupy it. In 1895 the present church building was erected during the pastorate of Rev. N. B. Harmen. In 1956 Rev. Nolan Harmen, then a child in the parsonage home was elected Bishop of the Methodist church. He serves the Virginia area. In and during the pastorate

Mr. Louis Sportono, left and Mr. Manuel Garabaldi, right, opened the first mercantile business in Bay St. Louis in 1858. During the Civil War Mr. Sportono, with his wife and children, fled by boat to New Orleans to escape the Yankee soldiers who were looting the town. With the help of the ship's captain, he cleverly concealed his gold by fastening it under the hull and managed to get it past the Yankees who were boarding and searching all vessels at the Rigolets. They returned to Bay St. Louis four years later to find their store stripped of all merchandise and fixtures. Undaunted, Mr. Sportono restocked and continued in business successfully for many years.

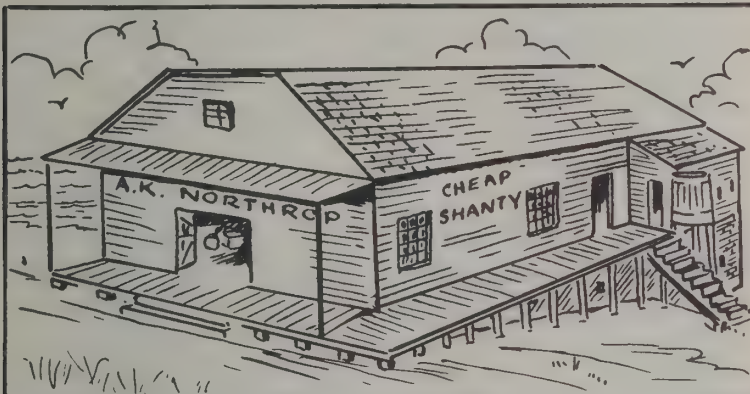


of Rev. J. P. Drake, father of E. S. Drake, the debt on church was met and building was dedicated.

In 1936, during the pastorate of Rev. J. E. Gray, a Sunday School annex of six rooms was built behind and adjoining the church. In 1950, during the pastorate of Rev. Bufkin Oliver, a two-story building was purchased from Mrs. A. C. Exnicious, for an Educational Building. This building became debt-free during pastorate of Rev. A. M. Ellison, Jr.

Rev. C. S. Schultz was sent to Bay Saint Louis in 1952 and during his pastorate an addition, including a kitchen, pastor's study, rest rooms were built. Rev. Schultz was pastor three years.

Rev. A. M. Ellison, Jr. came as pastor in 1955. In 1956 in June, a program of improvements was carried through. This included the air-conditioning and renovation of sanctuary, the air-conditioning of Fellow-



1876

1958

GULF COAST'S FASHION CENTER

Northrop's

GULFPORT, MISS.





Pictured here are four of the many old homes in our city. Above is Elmwood — below, the Pirate House. Upper right — Hilltop House — lower right the Drake Cottage.



CHRIST EPISCOPAL DAY SCHOOL

Founded February 1950

Kindergarten through Eighth Grade

Classes limited to 25 pupils

"AA" Rating . . . Highest on the Gulf Coast

FOR INFORMATION CALL HO 7-5125

Spring Festival one of many extra events held through school years for pupils and parents.

ship Hall, redecorating and painting of Annex; the new roof on parsonage and certain other needed improvements.

In 1958 in June Rev. A. M. Ellison, Jr. is pastor and Mr. John McDonald is chairman of the Board. The church has 360 members.

There are four landmarks in the Bay St. Louis area that can still be seen and can lay claim to being well over a century old. Located on Bay St. Louis' beach between Boardman and Leonard Avenues is the old mansion which originally belonged to Jesse Cowand. Melite La Sassier's grant of land dates back to 1786 and Jesse Cowand bought from La Sassier this tract lying on the water front known as the Cowand-Field cotton plantation. The beautiful home, to be called "Elmwood Manor," was begun by Jesse Cowand, but work was halted when he left to fight in the War of 1812. After the war the house was completed in 1828 and is considered one of the oldest homes in Hancock County. It is nearer the type of ante-bellum days than any other home in the county. The first loads of bricks for the home were brought over on ships from Spain and Portugal. The bricks were used as ballast. Other bricks came from Pensacola. Sills were made from cypress logs which were floated down the Mississippi River. When the home was built, there was an Indian shell mound on the grounds. Lime for the cement was taken from these shells. At one time a profitable crop of Sea Island cotton was raised on this plantation. At present, this beautiful old mansion belongs to Robert Camors, local businessman.

E. S. Drake, local surveyor for many years, has his office in a small house located on Main Street opposite the Court House in Bay St. Louis. This four room dwelling with a porch that connected it to a small building made up of a kitchen and a pantry in the rear, was originally owned by J. B. Toulme. In 1853 it was sold to Joseph Bonau, whose daughter, Christine Bonau Tito, later inherited it and retained ownership for many years. History tells us that after the Civil War, General Adelbert Ames, Reconstruction Governor of Mississippi, was entertained in this house. Mr. Drake has owned the property for at least fifty years.

Legend and history are curiously intermingled in the stories told about the famous "Pirate House" located on Waveland's beach front, and presently the home of Mr. and Mrs. Bjorn H. Lister, of New Orleans and Waveland. Legend tells us that this house once was occupied by Jean Lafitte, the infamous pirate, but history tells us that the land came into possession of one Mary Parish prior to 1802 when she received a land grant. She sold the land and the orig-

JOS. O. MAUFFRAY

founder

**MAUFFRAY'S
HARDWARE
STORE**



Bay St. Louis

WE OFFER CONGRATULATIONS
TO OUR CITY ON THE OCCASION
OF ITS CENTENNIAL CELEBRATION

**MAUFFRAY'S
HARDWARE STORE**

ALDEN L. MAUFFRAY

owner and operator

Founded by Jos. O. Mauffray in 1905, two years after the purchase by Mr. Mauffray of the Dry Goods business of Joseph F. Cazeneuve Company. Mauffray branched into two separate businesses.

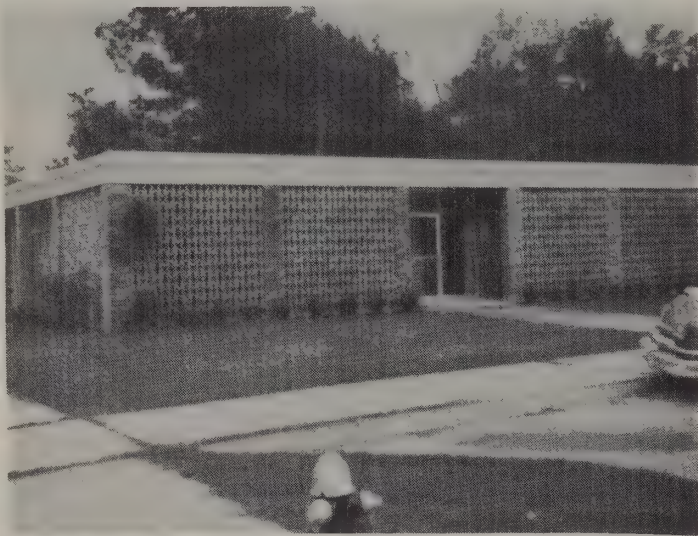
The hardware business founded at this time in its present location, carried the name of Jos. O. Mauffray from 1905-1939 then became known as the Mauffray's Hardware Store and has continuously carried a complete stock to accommodate patrons of Hancock County.



LONG BEACH

• MISSISSIPPI •

"The Friendly City"



New City Hall at Long Beach

Working and growing with our sister
cities to build a greater and more beau-
tiful Mississippi Gulf Coast

We send
Sincere congratulations
to
BAY ST. LOUIS
on the occasion of
its
**CENTENNIAL
ANNIVERSARY**

inal house was built in 1802 by a New Orleans business man who was descended from the King of Sweden. He had amassed a fortune as a gentleman pirate, a privateer, and used the white mansion overlooking the waters of the Mississippi Sound as his headquarters.

"Hilltop House," the present home of Mr. and Mrs. M. J. Languirand, is known to have been built before the Civil War. It is believed to have been built by the Edmond Necaie family who lived there until after the War, when he built another residence on Main Street. It is of raised cottage type architecture, which was frequently constructed in this part of the South. The reason for the change of address to Main Street was because Mrs. Necaie did not like the occasional hurricanes that struck this part of the Coast.

It is impossible in a history of such limited length to mention every early settler and incident which added to the growth of Bay St. Louis; therefore, only those events in history which happened at least a hundred years ago have been cataloged here. It is equally difficult to mention individuals of varying personalities and wide visions who kept the city alive through the years. These people added to the progress of the community in every way — economically, politically, educationally, socially, and spiritually. These are names, however, which fit into the pattern of community life and growth through the years and cannot be omitted even in as brief an account as this. The names — Necaie, Saucier, Favre, Hoffman, Toulme, Ulman, Gex, Cowand, Bordages, Marshal, Seal, DeMontluzin, Weston and Blaize — appear in nearly every chapter of the town's history. These families have played a vital and active part in Bay St. Louis for three generations, certainly not less than two generations. It is they and people like them who have made Bay St. Louis the outstanding city it is today. Without them, this Centennial Celebration would not have been possible.

THE STAR THEATRE

Mr. and Mrs. Jos. J. Scafidi

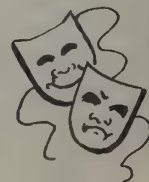
owners

EXTEND

CENTENNIAL GREETINGS

TO

BAY ST. LOUIS





Aerial view of part of Bay St. Louis showing magnificent new four lane bridge.

Bay St. Louis, Centennial City

CAROLINE KIEFER

LOCATED on the shores of the blue watered Bay of St. Louis, where it lovingly laps and intermingles with the tropical green waters of the fabulous Gulf of Mexico, Bay St. Louis is one of the oldest towns in the United States, having been first visited by de LaSalle in 1698, and the following year by d'Iberville, who was searching for a landing point and trading post. The Indian Village of Chicapoula, later to be called by the American name of Shieldsboro, (Grant conceded to Thomas Shields by Spanish Government in 1789 became Shieldsboro) and still later to be renamed after the Bay which honored Louis IX, Saint King of France, was soon established as a trading post by the white man. On early coastal maps of this territory it is the only township shown between New Orleans and Mobile. A new charter of incorporation was adopted by the city in 1858, and this year, 1958, the city is celebrating its Corporate Centennial. Although Incorporated under the name of Shieldsboro, the same Charter is being used today, and it was some twenty years after the charter was adopted that the town changed its name to Bay St. Louis.

Fine hunting and fishing grounds, with abundant game made this area popular with the mighty Choctaws, greatest of the Mississippi Indian Tribes. Shortly after his coming here it became evident to the white man that this was an excellent location for obtaining good grade furs. Beaver, muskrat, otter, bear and other fur bearing animals were abundant in the marshy interior lands, while the waters abounded with excellent game and commercial fish.

The moderate year-round climate with a mean average temperature of 70 degrees soon attracted the wealthy Creole City Dwellers from New Orleans, Mobile, and Natchez, who built their summer homes, and in season moved their entire households to this coastal area. Even on hottest days, cool refreshing breezes blow across the sparkling waters along the shore lines, and in the wooded sections, tall stately pines and ancient gnarled oaks heavily draped with veilings of Spanish moss, offer densely shaded retreats from the brilliant tropical sun.

The entire area abounds in legendary lore, and some of the fascinating historical events, which shaped the destiny of the United States, were enacted in this area.

CENTENNIAL GREETINGS
to
BAY ST. LOUIS, MISSISSIPPI

•
Scharff and Jones, Inc.

• Investment Securities •
NEW ORLEANS, LOUISIANA

219 Carondelet St.

Phone TU 0161

"Our Specialty — Municipal Bonds"

Little known, but recently brought to light are interesting facts on the ending of the War of 1812. The British Fleet with all its mighty strength sailed in from the open waters of the Gulf of Mexico headed for the harbor of the Bay of St. Louis. Spotting inhabitants on the island of Cat, a tiny island about six miles off shore from the town of Bay St. Louis, they dropped anchor. The British were seeking a water route to New Orleans. Had they succeeded immediately in their quest, the tide of battle would have been turned, with victory for the British instead of the American forces, as Andrew Jackson would not have yet arrived to fortify the city, and the famous Battle of Chalmette could not have been fought as it was. The loss of this battle could have been the means of the English defeating the Americans in the war and reclaiming this vast land for the crown.



The inhabitants spotted on the island were guests of the City of New Orleans, a Spanish Grandee, Don Juan Cuevas, Official Emissary from the Court of Spain. An ardent hunter and fisherman (the island was filled with thousands of small game resembling cats.) Don Cuevas with his retinue of servants and slaves was enjoying a hunting and fishing expedition.

The Spanish Don was invited aboard the English Flagship and requested to give information on the water route to New Orleans. Being a gentleman of honor who would not betray his hosts, he refused to divulge this information, and he and his entire household were thrown into chains and kept prisoners aboard ship while the British foundered around the coast seeking an entry route to the strategic city. The thousands of inlets and bayous of this territory made it impossible without charts to easily learn the correct route, and so while time was lost by the British, the American troops in New Orleans were reinforced by General Jackson and the men from Tennessee. When

This house was located on North Beach on the site of the present Whitfield home (N. Beach and Hgwy. 90). It was known as the Caldwell House and was the home of the grandmother of John Caldwell, who died five years ago at the age of 96. It was African Plantation Style architecture and the handmade wooden shingles are clearly visible in the picture. It was built prior to 1775 and burned sometime in the 1800's.



Shortly after the Civil War, Mr. August Keller opened a Dry Goods, Grocery and Hardware Store on South Beach at about the location of Ben Hille's garage. It burned in 1894.



Store of Mr. August Keller built 1894. The building is still standing and is at present the Star Theater. Interior of August Keller's Store. Note the hanging Candelabra.



THE MEMORY OF ST. LOUIS IS PRESERVED IN HOLLY BLUFF GARDENS

An impressive statue of Louis IX, King of France, Crusader, and Saint, now stands in the gardens of Holly Bluff on-the-Jordan. In the year 1699, on the birthday of this saintly king, the French-Canadian explorer, Sieur Pierre Le Moyne d'Iberville, discovered the inlet that he named "Bay of Saint Louis" in reverence and gratitude to his patron saint.

Formerly this figure in Italian marble was over the grave of an ancestor of one of the owners of Holly Bluff, in Rigny, France. Because of the family connection and the link with the City of Bay St. Louis, the statue was brought to rest in this peaceful Mississippi garden.

Summer has come to the gardens with the bloom of gay hibiscus, allamandas, hydrangea, and tropical plants. There are two miles of shady paths that wind through these 50 acres of woodland gardens. Relics of primitive times in this section are shown, and in the "Little Museum" is displayed a collection of art objects from the old world.

The development of 3700 acres with cattle pastures, deer park, wild life preserve, and now famous gardens, has proved an asset to Hancock County.



Open all Months of The Year to Visitors

Take Highway 90 and turn north on the Kiln Road for Holly Bluff Gardens where parking and picnic facilities are provided.

In 1270 King Louis died of the plague in Tunis, and twenty years later he was raised to the calendar of saints.

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the British finally found an entrance, the result became history with a glorious victory for the Americans. Because of his valor, and the honor he upheld, Don Cuevas was gifted with the Island of Cat, tax free for all times by the City of New Orleans. He returned to Spain and several years later with his bride and possessions came back to the New World where he built a mansion on the shores of the Gulf in the present city of Bay St. Louis, and became the founder of one of the largest families of this entire area.

During the War between the States, Shieldsboro



was the site of a large Confederate Army Camp named "Camp Goode", and although romantic stories of the Civil War are many, this area seems to have been skipped by most authors. Much of the blockade by the Union, the the means of defeating the South, took place in these waters. Battles were also fought here.

Discovered recently in a deserted old family home near Natchez, Mississippi, among other papers in an iron box which had lain for years in a darkened attic, a Bay St. Louis woman brought back the following letter which was written to her great-grandfather by his youngest son, a soldier of the Confederacy, who was killed in action sometime after writing this letter. The name of the soldier was John Kinnison Magee, born November 29, 1839, died April 7, 1862. The letter reads:

Shieldsboro, Camp Goode, Miss., Nov. 3, '61.
Dear Father —

I embrace the opportunity of answering your letter that I received by Lieutenant Brown (here the paper was so badly discolored that several lines pertinent to illness were obliterated)

Spanish House — because of method of brick laying and type of brick used restorers have dated its construction as 1790. Built by Caron family who received Spanish Grant for the land.

SOCIETY OF THE IMMACULATE CONCEPTION

ORGANIZED MARCH 6, 1916

BY

August Schiro
Gaspar Maurigi, Sr.
John Benigno
Marshall Chiniche

Andrew Scafidi
Joseph di Benedetto
Anthony Loiacano
Luke Marengo

*Shrine of Our Lady of the Woods, St. Joseph's
Academy, Bay St. Louis, Miss.*



I have no news to write to you of any importance, only we are paid off at last, and that was beyond my expectations, for I was content with my lot and could not be convinced of the certainty of our pay until Captain S. E. Rumble, the Pay Master brought the needful across the waters of the briny deep. We received thirty-seven dollars and forty-six cents per head for clothing, and twelve dollars and forty-six cents for our month's wages. We only got eleven dollars for one month but we had served more than a month in Confederate Service and as a matter of course we received more than the eleven dollars for our Service.

I am going to try to get a furlough to come home and then I will give you a general description of the Battle Field at Shieldsboro and Pass Christian. I will state that we heard a report yesterday that there were 40 men of war at Ship Island. I heard this morning that the report was false. The Steamer "Arrow" just came from Mississippi City, and says that there are but four vessels there, and they are for the purpose of blockading our forts. I heard this evening that the 3rd Regiment was ordered to the City of New Orleans. This report may be false for we never hear the same thing twice, and a camp is the place for all lies to originate. I heard that we would have a "fight" here before three days, but I have never thought we would have anything like a fight here unless you would call fighting "Skeeters" a fight . . . (here were several lines badly blurred on the effect of the bites of the swamp mosquitoes. . . . "Skeeters".)

I continue to give you news of the Camp and other war news. I will inform you that the Oregon, one of the Confederate Vessels had a brush with one of the Lincoln Vessels. She was shot at three times but was not hurt. The Florida, one of our best gun boats, had a round with the Blockade. . . . Lincoln's vessel shot twenty-four bombs at her but missed with every one. She gave the "Lincoln" fourteen shots and hit Uncle Abe's Vessel with three balls which caused Father Abraham to "about face" and lumber for safer quarters. There are seven war vessels anchored in

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the Lake (the Bay of St. Louis is often referred to as the Lake) in sight of us but they belong to the C.S.A. (Confederate States of America). The Arrow is a beautiful small-boat and not a Gun Boat, but noted for its swiftness. Its business is to spy. The Oregon has four cannons on it and I can crawl into the mouth of one of them. The Creole (Mail Packet) has one large gun. They are all well prepared for shooting. I think our commerce will end between New Orleans and the Bay of St. Louis before long for the old "Massachusetts" has been lying off the Island of Cat for some time and I think she will crowd our boats

Bay St. Louis has always boasted about its lovely young ladies. This picture of Miss Lottie Cuneo proves the fact.



and capture them, and then we will have to remove about twenty-five miles to Pearl River (This is the Louisiana-Mississippi dividing line). They can cut off our supplies at any time. The Massachusetts has been in sight of this place and Pass Christian for two months, so I reckon she will not injure us at this late date. I think our seven Vessels could give her some shot and shells before she would do all.

Now, before I forget it, I will tell you that Captain Proby sends you his best respects. Lieutenant

Today Miss Alice Scafidi, daughter of Mayor and Mrs. John Scafidi upholds our town's reputation for being the home of some of the South's most beautiful young ladies.



Petter ditto and Lieutenant Brown also. . . (the rest of the letter was missing, but it is a fact that this young man died before he could return home to tell of his experiences. This is believed to have probably been the last letter his family received from him before his death, and for that reason it was placed in the "strong box"). The above portion of the letter has been framed under glass and is in the City-County Memorial Library in Bay St. Louis where it may be read by interested persons.

Modern Bay St. Louis is situated on the west side of the Bay of St. Louis, where a recently constructed eight million dollar causeway spans the two miles of the Bay giving access to the longest man-made beach in the world. The sheer beauty of tropical waters gently caressing the gleaming sugar white sands, shaded by centuries old moss bearded oak trees is unique to the Mississippi Gulf Coast and is found nowhere else in the entire United States. Here the water is safe for the smallest children to bathe in as there are no dangerous undertows or treacherous currents. Year-round activities, hunting, water-skiing, boating, golfing, dude ranches, deep sea as well as river and stream fishing, in addition to night life for those who seek it, are all a part of this Fabulous Gold Coast of Mississippi.

Luxurious accommodations and the finest restaurants are plentiful along this scenic coastal 50 odd mile strip, with prices moderate as living costs are lower here than in most areas of the country.

Situated between three industrial and port cities, Gulfport and the Biloxi to the east and New Orleans to the west, Bay St. Louis is an ideal spot for suburban living. Commuter trains service the coast, with low rates available, bus lines offer almost hourly accommodations, with an automobile drive to Gulfport only 15 miles, Biloxi 30 miles along the beautiful scenic beach highway, with a drive to New Orleans about 50 miles on U. S. Highway #90.

A fifteen minute drive will take a visitor to two of the most beautiful and famous azalea and camellia gardens of the South, "Hollybluff" and "Darwood on the Jourdan". These magnificent gardens are located along the famous Jourdan River, which derived its name from the first recorded title to property in Bay St. Louis limits, 1781, deeds recorded in the names of Neil and John T. Jourdan. The high banks of this lazy winding river are covered the year round with blankets of wild azaleas, jasmine, dogwood, tung oil and myriad sweet scented blossoming plants. Thousands of species of cultivated camellias, azaleas and other breathtaking flowers of the south may be

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BAY ST. LOUIS

viewed in these gardens.

In Hancock County where Bay St. Louis is the county seat, Forestry is the leading economy, with dairying and cattle breeding vying for second place. Recently Puerto Rico has developed a second economy in which Hancock County has played a vital role. For years this island existed on a single economy, Sugar Cane. The United States, seeking to assist the island in an effort to alleviate its poverty, introduced other experimental economies, among them the breeding of cattle. Meat was practically non-existent in the diet of the average Puerto Rican, the imported product being too costly for purchase. Breed cattle from all sections of the South United States were imported to this Caribbean Island, with the cattle from Hancock County more easily acclimated and better bred than those shipped from any other section. Puerto Rico today is able to provide its people with sufficient meat for diet requirements, and anticipates additional revenues within a few years by being in a position to export cattle.

Living is easy in this part of the country. People move slowly, relax leisurely and make an art of enjoying life. The mixture of Latin and Indian blood has created a different type of Creole, and a patois is spoken by these people which is different from the Louisiana Bayou country.

Strange as this may seem to the outside world, the integration of the races is a remote issue in this deep south sector of Mississippi. Here in Bay St. Louis stands one of the two Negro Seminaries in the United States. The school is integrated, and has been for many years before the Supreme Court thought of giving decisions on the race subject. The buildings of this Seminary are beautiful with some of the finest hand carved wood statuary in its Chapel to be found anywhere in the United States. The grounds are show places for visitors with water gardens as exquisite as the formally laid out ground gardens. Scions of some of the most aristocratic social families of this area enter this school to train for Priesthood. They lead a studious, simple and pious life side by side with their dark skinned brothers, with no comment of lifted eyebrows by the townsfolk.

In Bay St. Louis are fine private boarding schools. The Sisters of St. Joseph embarked from their native town of Bourg, France, in 1855, landed that same year in Bay St. Louis where they erected an Academy for young ladies. These Sisters still maintain one of the highly accredited grammar and high schools of the state.

The Brothers of the Sacred Heart order established their principal boarding school for boys, in the United States, in Bay St. Louis in the year of 1854. Character development as well as academic knowl-



Small boys of 1898 loved to parade just as our youngsters do today.



Misses Betty and Chickie Younger are here displaying some of the many awards they have won in National Competitions where they were vying with some of the finest riders in the country. Their expert horsemanship has astounded western riders and their untiring efforts in training youngsters in our community have created growing interest in skilled riding.





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*Every Good Wish
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edge is instilled to students of this fine institution, and both schools have annual waiting lists of students who wish to be enrolled.

The first Negro private school of this area was established in Bay St. Louis in 1868, by a French Priest, Rev. Father LeDuc. St. Rose de Lima today has a large enrollment with students from first grade through twelfth grade instructed by the Blue Sisters, and order of European Teaching Sisters.

Within recent years, Christ Episcopal Day School has been established on a seven acre campus overlooking the Gulf, by the untiring efforts of The Rev. Charles R. Johnson, Headmaster. Highly accredited, and embracing grades from Kindergarten through eighth, it reflects the ideals and moral values instilled in our founding fathers by their schools and churches, when America was young.

Our public schools of the county are good with modern buildings and qualified teachers.

The Mississippi Gulf Coast has not been exploited as a Mecca for tourists. Thousands of travelers every day from east to west pass along this scenic route. Those who stop to visit either stay or return. There is a saying here "eat mullet once and no matter where you go you will always return to the Mississippi Gulf Coast". Mullet is a fish native to the waters of this area of the Gulf and are caught by the thousands in seines. The natives prefer its flavor to that of any fish of these waters.

The renowned Biloxi Shrimp Festival, with the quaint Blessing of the Fleet Celebration, the Garden Pilgrimages, a two week event of the early spring season, the unending search for buried treasure (freebooters and pirates of the infamous days of the Spanish Main used this area to cache much of their stolen wealth) all add glamour to living which is hard to equal.

On the north shores of the Bay of St. Louis lies the highest land between Brownsville, Texas and Pensacola, Florida. This land is rolling, hilly and fertile. Bay St. Louis is built on a bluff 21 feet above sea level.

Among potentials of this area are oil and gas, with a number of wells having been brought in during the past several years, and with major oil companies certain this area will eventually develop into productive fields.

During the Centennial week, August 4th through August 9th, Bay St. Louis will endeavor to show every aspect of life, the past, the present and the potentials of the future. In addition, fun will prevail from morn 'til night with entertainment to suit simple or sophisticated tastes.

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ON THE OCCASION OF ITS CENTENNIAL ANNIVERSARY



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141 Main St.

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Present building
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Main St., Corner Second

Founded 1855

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BRENDA'S GIFT SHOP



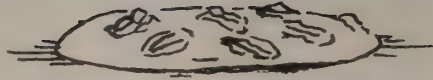
KATIE'S KANDY SHOP



STUCKEY'S



BESS'S CANDY SHOP



BAY ST. LOUIS

Praline THE SWEET

Owners
Mr. and Mrs.
John Benigno
Established 1952

World's Praline Capital

THE first half dozen miles of Highway 90 on the way from Bay St. Louis to New Orleans look like an artist's conception of a nightmare of a kid who went to bed overstuffed with candy. . . .

Signs, arrows, beacons, and billboards literally shout to the passing motorist: "Go no further, brother, THIS IS IT!"

As one Georgia Cracker observed on his way back from the New Year's Day Sugar Bowl game, "On the way over the other night, it looked like a Sunday School version of the main drag in Reno or Las Vegas, Nevada. And now in daylight it looks like the concession stand midway of a gigantic fair or circus, or something. . . ."

Neon signs beckon by night, huge booming red-lettered signs announce the wares of a dozen or more praline and gift shops by day.

That stretch of highway with all its colorful shops is known as the "Praline Capital of the World" And rightfully so. According to the folks who operate the shops and make the pralines, there are more little family praline factories in that one area than in any other similar place in the world.

Each and every one of them has his own individual secret recipe for making pralines.

Pralines are made fresh daily at most of the shops. The number made depends on the season. During winter months an average of 42 dozen at a time, in summer a few less. Chocolate fudge, divinity fudge, sugar coated "Heavenly Hash," maple and chocolate, divinity and creole (sugary) are most common types of pralines made. All year round an average of 125 cars a day stop at each of these shops. Of course during the New Orleans Sugar Bowl and Mardi Gras seasons traffic is much heavier. Vacationers from all over the world stop in to sample the pralines and look over the stacks of gifts and souvenirs which range from sea shells to animated rubber skeletons.

A large part of the trade of the praline industry comes from a mail order business. Cards are given

Owners
Mr. and Mrs.
Henry Pullizano
Established 1940

Owners
Mr. and Mrs.
Royce Williams

Owners
Mr. and Mrs.
Anthony Morreale
Established 1949



customers when they make an initial purchase and a surprising number repeat orders via mail over periods of years.

Cracking and shelling pecans for the pralines is one of the biggest operations of the business. Most of the praline makers have their work completed before the roosters start crowing in the morning. They want fresh candy ready for the early morning tourists.

WHAT'S A PRALINE? IT'S A DELICIOUS CREOLE NUT CANDY.

Webster's dictionary says that pralines are of French origin and describes them as "crisp candy made from nut kernels boiled in sugar."

Most of the pralines as we know them in the south, however, are of somewhat later origin. They came out of the sugar cane areas of south Mississippi and Louisiana, a delicacy concocted by the Creoles and the Cajuns.

At first they were made by re-cooking Louisiana sugar cane syrup and dropping roasted pecans, walnuts or almonds in just as the syrup was ready to remove from the heat. Cooked just right the syrup turned to grained sugar.

Various added flavorings were tried in the sugary pralines from vanilla to sassafras.

Out of it has come as many different recipes as there are people who make the delicious (but slightly fattening) candy. Here is a general recipe to give an idea what it's all about. Try variations of this and perhaps you'll come up with a praline someday that can be compared with one of the thousands that go out from the Praline Capital of the World every day.

CREOLE PRALINES

3 cups sugar	1 cup water
1 teaspoon vinegar	1 tablespoon butter
3 cups pecans	

Combine sugar, water and vinegar. Cook to soft-boil stage (230 degrees). Add butter and nuts. Remove from heat. Beat until mixture starts to thicken. Drop from teaspoon onto waxed paper. Makes three dozen pralines.

Owners
Mr. and Mrs.
Lucien C. Perniciaro
Established 1937



JOYCE'S CANDY SHOP

Owners
Mr. and Mrs.
Roland Taillac
Established 1935



LOUISE'S OPEN CANDY KITCHEN

Owners
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Claude C. Presley
Established 1949



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Centennial Museum

ONE of the highlights of the Centennial Celebration will be the Centennial Museum — to be located in the City-County Memorial Library. As we go to press all exhibits have not been catalogued so it is impossible to present a listing here.

However, some of the items, because of antiquity and historical value, deserve special mention.

Perhaps the oldest object in the group is a Crusader's Lamp which dates back to between 1096-1291.

It was during those two hundred years that the Christians of Western Europe made a series of Campaigns to recover the Holy Lands from the Mohammedans.

In about 1870, Sir Laurence Oliphant and his wife bought a large tract of land including a part of Mount Carmel for the purpose of establishing a home for the persecuted Jews, and in excavating for their house on Mount Carmel they found this Crusader's Lamp.

Many years later, Miss Louise Crawford visited her cousin, Mrs. Oliphant in London, who gave the lamp to Miss Crawford.

Its authenticity has been verified by the British Museum.

Two Bay St. Louis families have offered original Spanish Land Grants and the treasured documents of the deMontluzin family will also be displayed.

Paintings, swords, hundred year old dolls, clothing, china, pictures and jewelry will capture the imagination and heighten the spirit of the Centennial Festivities for all who stop by for a visit.

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FROM LIGHT TO POWER!

Bay St. Louis was among the original thirteen Gulf Coast communities served by Mississippi Power Company when the Company began operations on January 1, 1925. The electric facilities had been purchased from the Bay Ice, Light and Bottling Works.

Then 495 customers in Bay St. Louis, Waveland and Clermont Harbor were receiving electricity from an oil engine operated generator with a capacity of 415 Kva. The old generator was located in the present ice plant.

Residential customers in 1925 used an average of 436 kilowatt-hours of electricity at an average cost per kilowatt hour of 16.70¢.

In 1927 a 22,000 volt transmission line was constructed from the Gulfport Steam Generating Plant and a new substation was built in Bay St. Louis. This was placed in operation early in 1928 and electric rates were reduced drastically. The average cost per kilowatt-hour for residential use in 1928 was only 6.60¢.

A second 22,000 volt line was constructed in 1928 from a new 110,000 to 22,000 volt substation located north of Bayou LaCroix on the Kiln Road, providing additional sources of electricity for the Bay St. Louis area. New substations were also constructed in Bay St. Louis and Waveland.

At the end of 1957 there were 3,700 customers in the Bay St. Louis area. During the year residential customers used an average 2,291 kilowatt-hours of electricity at an average rate of 2.69¢—a far cry from the 436 kilowatt-hours consumption in 1925 at a price of 16.70¢!

During the more than thirty-three years that Mississippi Power Company has served Bay St. Louis hundreds of thousands of dollars have been invested in new and expanded electric facilities to provide an ample supply of electricity and to assure continuity of service.

The addition of these facilities to the tax rolls has made the Company one of the largest taxpayers in Bay St. Louis and Hancock County. We are proud to pay our part to help build communities and develop the state. We have accepted the privileges of citizenship; we faithfully discharge the full responsibilities that go with it.

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HANCOCK INSURANCE AGENCY

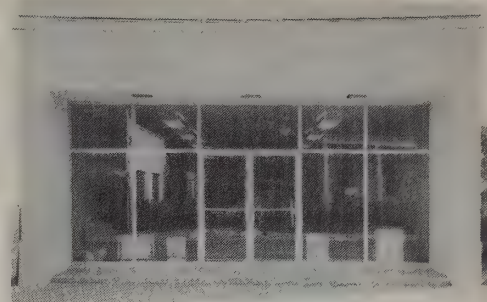
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Serving Hancock County for

55 YEARS



Air view of new Bay St. Louis Bridge (looking toward the town) showing old span (upper left) before its removal.



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see our new*

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JITNEY JUNGLE

BAY ST. LOUIS



Little girls love dress up plays and the costumes of 1918 bear a resemblance to today's young ladies. Second from right standing in the group with umbrellas is the grandmother of the little girl in the center of the other group.



CENTENNIAL GREETINGS

from

WEBRE'S DAIRY DREAM

Located on North Beach at the Bay St. Louis Bridge, Webre's Dairy Dream is enjoying its sixth year of serving the most delicious Ice Creams — Malts — Milk Shakes — Sundaes and Sandwiches to residents and visitors of Hancock County. Latest refrigerated equipment — complete cleanliness — and courteous service have enabled us to build a business which is steadily growing with the community, and to give satisfaction to all of our customers. For that refreshing pick-up, noon-day luncheon, or late evening snack — visit WEBRE'S DAIRY DREAM

NORTH BEACH AT THE BAY ST. LOUIS BRIDGE





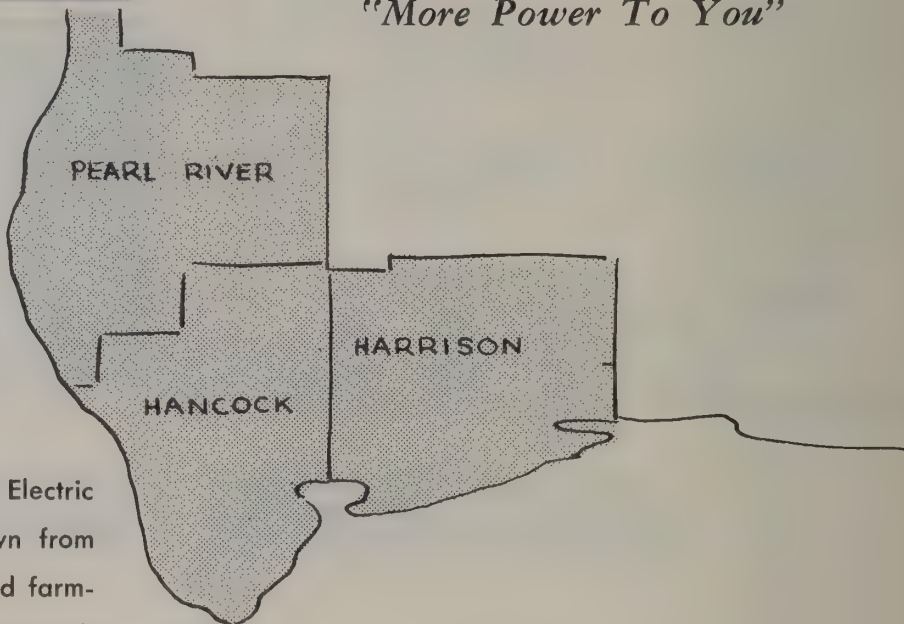
R.E.A. Building, Bay St. Louis

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BAY ST. LOUIS on your FIRST 100 YEARS

"More Power To You"

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Organized in 1937, Coast Electric has, in two decades, grown from a small group of determined farmers to a 7200 member-owned, member-controlled organization.

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Louis deMontluzin, Illustrious Soldier of France

CAROLINE KIEFER

MY DESIRE is to express this story as I feel it. This I cannot do, being too inept in the handling of words — so — in my limited manner I shall endeavor to convey to you a little of the spine-tingling romance which raced my blood as I held in my hands documents and letters written by kings and men of great courage who stepped from history's pages to honor through their descendants our town of Bay St. Louis.

Those of us familiar with the deMontluzin family are well aware of their aristocratic French lineage. Many times we have read, or have been told stories of Mr. Rene, the courtly, polished, Old World gentleman, who has himself made history in Bay St. Louis. However it was not until recently that Rene deMontluzin, Jr., revealed this exciting chapter taken from the family archives which I shall attempt to relate here.

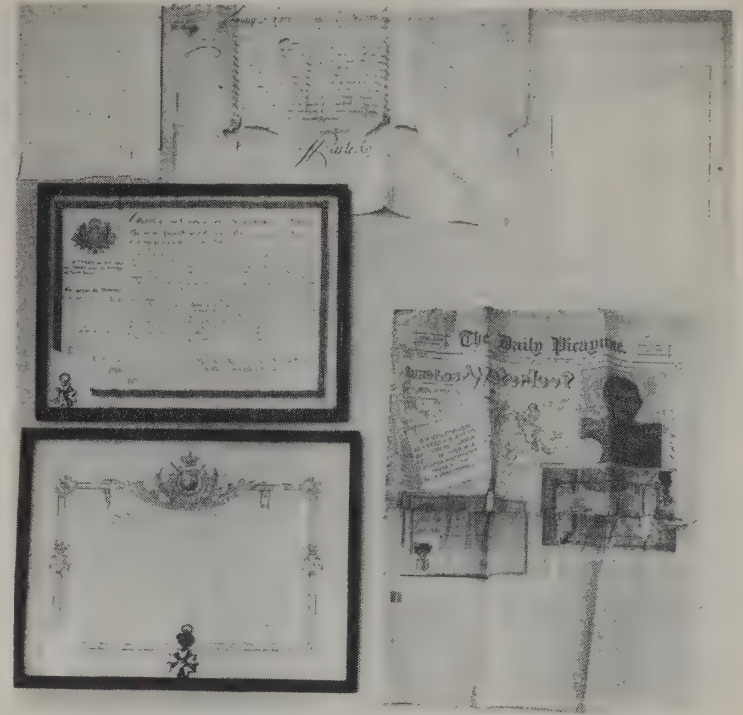
This is the story of a great soldier, a magnificent hero, a man of distinction. It is the story of Louis deMontluzin, grandfather of Rene deMontluzin, Sr.

Louis deMontluzin, only son of a noble French couple, spent his early youth in Belgium with his parents when they had been forced to flee their native France to dwell temporarily in political exile. Following tradition established by forefathers, who, for generations dating back to the Crusaders of the 13th Century, had served as officers in the Imperial Armies of France, Louis returned to his homeland and joined the army of Napoleon Bonaparte. He was commissioned a lieutenant in the 11th Regiment of Chasseurs.

His experiences were colorful as he proudly rode his prancing steed on the mighty march through Europe with the conquering forces of "The Little Colonel" — but two episodes of his life stand above all others.

It was during the bitter winter which marked the beginning of the downfall of the mighty Bonaparte-Empire, when the French Army had marched eastward through Germany and Poland, and was deeply encamped in the heart of the vast Russian Empire, that Lieutenant deMontluzin felt the first cruel scars of war. Endless miles of snow-covered steppes made it impossible to keep supply lines abreast with troops, forcing the French Army to face its first retreat.

A selected group of officers and men out on reconnaissance had reached a small wooden bridge when they became suddenly aware of a platoon of Cossacks approaching from their rear. In this desolate



land there was no hiding place save under the span of the bridge. Instinctively the French sought its refuge, depending on the dark curtain of night to obscure visibility. The heavy-footed Cossacks tramped across the flimsy wooden structure, the clumping of their boots drowning the audible heart thumps of the valiant Frenchmen under their feet. When the footfalls became distant echoes, the French felt it safe to venture out of hiding. This they did just in time to be trapped by a second detachment of ferocious Cossacks. A cold white moon glared malevolently down that dark bitter night on a scene of carnage and horror as loyal French soldiers lay dying or dead. The entire detachment was annihilated with the exception of one man, who by a miracle escaped the onslaught and was able to warn the main body of the



Home of L. A. deMontluzin. This house stood where Ramsey's Store is now (date of picture about 1885).

FUNERAL HOME

KENNETH ROSS WHITFIELD

BAY ST. LOUIS

HANCOCK COUNTY

1895



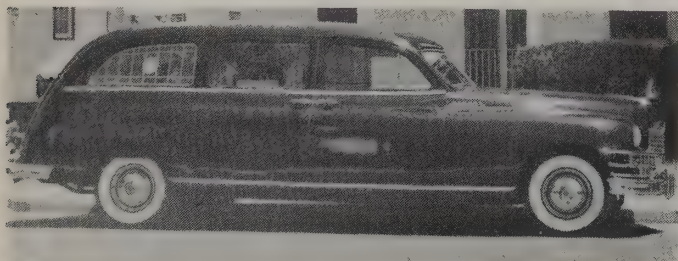
J. M. Tyler

1906



F. J. Banderet, Sr.

Kenneth R. Whitfield came to Bay St. Louis from Picayune, Mississippi in 1950 and bought the entire holdings of both the Funeral Home, and the Insurance Company from the Estate of the late E. F. Fahey, Sr. Being the only child of Barney and Eva Davis Whitfield, Ken and his wife, Maurine, not only served the people of this County but have worked with his father in their businesses in Picayune and Pearl River County.



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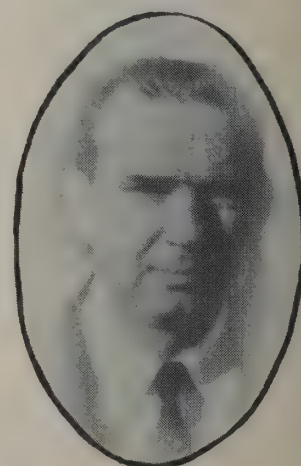
Capt. J. M. Tyler came to Bay St. Louis from Pickens, Mississippi to relocate his mercantile and undertaking establishment. Being the founder of this company in 1895, he died in 1906. F. J. Banderet, Sr. followed in 1906 and in 1910, E. F. Fahey, Jr. came in as a partner operating as Banderet & Fahey Bros. until 1920. E. F. Fahey, Sr. and family operated the establishment until 1949.

1910



E. F. Fahey, Sr.

1950



Ken Whitfield

"Service Before Self"

1895

Kenneth and Maurine Whitfield, Owners

W. J. Lafontaine, Mgr.

1958

John T. Jacobs, Mgr.

French Army of the trap from which he alone had escaped. This man was not Lieutenant deMontluzin. Young Louis, cruelly slashed by seven lance thrusts, had been left for dead, drenched in a pool of his own red blood which slowly oozing on the cold ground stained to cardinal the patch of white where he had fallen. When the Russian soldiers left the scene of slaughter, human vultures descended, stripping valuables and garments from dead prey. Such was the fate of Louis deMontluzin. Stripped bare of all clothing, his body flung aside by the vultures in their lustful greed of snatching more loot from other unfortunate victims. It was this careless toss of a supposed corpse which saved the life of the young lieutenant.

The ambush had taken place in a clearing where huge piles of sawdust had accumulated from tree cuttings, and in tossing the supposedly dead body aside, it had landed in the midst of one of these piles. DeMontluzin could not have survived had not the shavings from the wood clogged the wounds, staunching the flow of blood, and noiselessly sifting over his body during the long hours of darkness staved off the bitter cold and prevented death from freezing. With the first break of dawn a small band of nuns from a nearby convent crept out on an errand of mercy to aid survivors, or give decent Christian burial to the



The First deMontluzin Drug Store. This building burned in 1897 and the present building was rebuilt on the same site, in a similar style but larger in size.

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dead. As the good women were employed in their gruesome tasks one noticed a slight twitch from the hand of a butchered body. Quickly covering his nakedness they carried him to the nunnery in their village where he was tenderly nursed back to life. Later as a prisoner of war in an army hospital where he was recuperating, a group of Cossacks entered the room where deMontluzin was bedded. As fate so often does, men were brought together for a second time. Among the Cossacks was one from the group which had ensnared and slaughtered the French Detachment. Recognizing the young French Lieutenant, the savage soldier lunged forward with raised sabre in a mad attempt to sever deMontluzin's head from his body. Instinctively the Frenchman placed his arm across his face, just in time to deflect the blow of the descending blade. His life was again saved by a miracle, but the small finger of his right hand hung by a thread of flesh. Calmly he lifted his bleeding hand to his mouth and completed the amputation with a single bite of his teeth. Outraged soldiers leaped forward and grabbed their former comrade. Pinioned by strong arms he was dragged screaming his wrath from the room. (In those days prisoners of war were respected as fighting men, and such conduct as displayed by the Cossack was appalling to other soldiers of his group). Violently ejected from

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the building onto the street, he was immediately executed for his action.

On a nearby estate the Baron deTecheekassar heard of the dastardly behavior of the Cossack, and forthwith ordered his servants to inform prison guards that Lieutenant deMontluzin was to be brought to his castle where he would be responsible for him as a prisoner of war guest. For the next two years deMontluzin spent his time with the Baron deTecheekassar. The association developed into a deep and lasting friendship between the two men.

A letter written to his father by Louis deMontluzin while confined at the estate of the Baron is one of the prized possessions among the fabulous documents of the deMontluzin family of Bay St. Louis. The sheer simplicity of this letter, written after suffering such awesome experiences wrings the heart of those who read it and are aware of the man's history. The translation reads:

"My dear father: —

On Oct. 3, 1812, I was made a prisoner, but thank God found people who took pity on me — and now I am very happy — I am at the home of the Baron deTecheekassar who has for me much kindness — I am well, and pray for your conservation — I beseech you, my dear Father, to comfort my good Mother — Remember me to the family — Good-bye — I kiss you

with all my heart and all my life will be your
Respectful son,
deMontluzin
Lieutenant

Feb. 2, 1813.

The sender of this letter requests answer sent for its security to Mr. J. K. Stein at Brady in Gallicie who will take care of forwarding it directly.

This advice is given Monsieur to facilitate the correspondence.

Addressed

Brady

Germany
via

Strasbourg

Monsieur deMontluzin Jeansay
at Pont de Veyle
Department of L'Ain
in France."

Eventually Lieutenant deMontluzin reached his beloved France to reunite with his parents and resume his duties as a professional soldier with the Chasseurs.

It was this same man who was responsible for exonerating Napoleon from the terrible blunder of Waterloo, and for testimony given in his behalf by Louis deMontluzin, Napoleon took from his own chest an Eight Pointed Imperial Cross and pinned it

GARDENS of MEMORY

BAY ST. LOUIS, MISS.

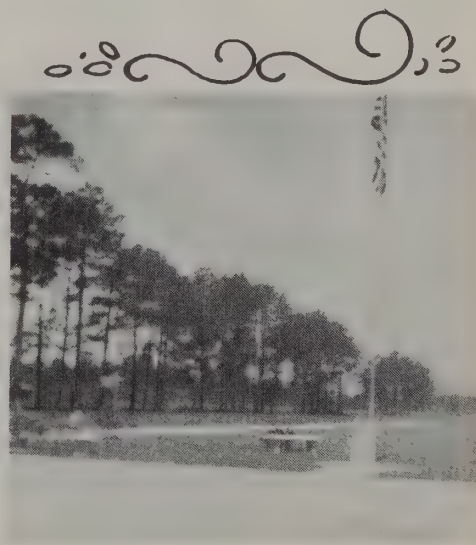
Gardens of Memory Memorial Park Cemetery was founded in 1956. This non-sectarian cemetery is the first of its kind in the history of Hancock County. It is designed for beauty and economical maintenance to provide modern ground burials with a high standard of service to the family plot owners at a reasonable cost.

An irrevocable trust fund is in existence in the trust department of the local bank to insure perpetual care and upkeep of every grave. All burial estates under development, are the same spacious size, numbered on the grounds and recorded.

The landscaping is symmetrical in accordance with the garden plan of cemetery design, which is based on the sentiment that the final resting place of our loved ones should be one of quiet beauty. An inviting garden spot that breathes happy memories, and tells the story of life, not death.

It is picturesque with ever lasting bronze memorials installed flush with the turf. A white shell double forward driveway, white park benches and stepping stones leading to the office and rest rooms, are modern conveniences for visitors, who are always welcome.

Gardens of Memory Memorial Park Cemetery is located one block from the beach on Ramoneda St. in the City of Bay St. Louis, Mississippi.





Key Home — built on Spanish Land Grant this house is well over the one hundred year mark. It is located on deMontluzin Ave.



Another home over a hundred years old is the Swoop Home on South Beach.



Quiet cemeteries are spotted with crumbling monuments that tell a story to those who stop for a moment. Dates go back — 1850 — 1835 — 1817 and older. Many of the names and inscriptions are French, some Spanish, Italian — all a part of the rich history of our beloved city.

over the heart of his trusted lieutenant.

The controversy which raged for years as to the cause of Bonaparte's defeat at Waterloo was cleared by deMontluzin. The Emperor was absolved of blame by this testimony.

Napoleon had sent verbal messages to Marshall Grouchy to join him at Waterloo. Grouchy failed to respond and returned no message to Napoleon. Then it was that Lieutenant deMontluzin was sent to Grouchy with written orders to join his Emperor immediately with all the troops under his command. DeMontluzin carried back written acknowledgment from Grouchy of his receipt of Napoleon's orders to join him. However, Grouchy did not join Napoleon, but marched his forces east toward Prussia, leaving Napoleon to the mercy of the mighty English Army commanded by the Duke of Wellington. The famous battle was raging before deMontluzin's return and he was unable to deliver Grouchy's acknowledgment. The outcome of that battle is common knowledge. With the French Army routed, Napoleon was exiled to Elba, and it was not until his return from the island following his first banishment from France, that deMontluzin was able to produce the written evidence to clear Napoleon of the stigma of a fatal tactical blunder. Had deMontluzin been killed in battle, Napoleon's prestige as a great military commander would have been greatly dimmed.

DeMontluzin continued his military career. His valor and loyalty were rewarded when he was decorated by King Louis XVIII with the Royal Order of the Legion of Honor in 1824, and it was King Charles X who bestowed on deMontluzin in 1827 the most coveted decoration of France, The Royal and Military Order of Saint Louis. A professional soldier, his services were sought at all times. He married late in life but was blest with a son. It was this son, bearing his father's name who first broke tradition of many generations of deMontluzin men by choosing a profession other than soldiering. This Louis was a scholar and journalist — and it was because of his political writings in support of Louis Napoleon forty years after Bonaparte — that France became a dangerous place for him to live. With a close friend, who was an associate in writing, and his family deMontluzin parted from his native land after the revolution of 1851. They came to the new world in 1855 and settled in Convent, La., where for a number of years Professor deMontluzin conducted a private school. Later he moved his family, and still accompanied by his life-long friend took up residence in New Orleans, where he again opened a private school, and in addition printed and wrote a newspaper. Ill health brought him to Bay St. Louis.

Most of us know the rest of the story. Louis in

1878 opened a small apothecary shop and with the aid of two of his sons who studied pharmacy developed it into a Mecca for townsfolk needing pharmaceutical care. L. A. deMontluzin and Sons is historically important in the country to-day, being one of the oldest and few surviving old-time apothecary businesses in this wide land. Mr. Rene, son of Louis, is equally important; he is one of the oldest active pharmacists in the United States, having celebrated his 92nd birthday.

Mr. Rene made Bay St. Louis his home. He married the late Miss Venie Lillian Word of Oxford, Mississippi, and reared their only child, Rene, Jr., to follow in his professional footsteps. Rene, Jr., is married to the former Miss Emily Hosmer of Greenwood, Mississippi, and they have a ten-year-old daughter, Lorraine, named for the part of France from which the deMontluzin family came.

Fernand deMontluzin, eldest brother of Mr. Rene, Sr., moved to New Orleans. One of his children, Colonel R. E. E. deMontluzin, has three sons, R. E. E., Jr., Adrian, and Louis, who perpetuate the distinguished name.

The late Mrs. Jeanne deMontluzin deLappe, a sister of Mr. Rene, Sr., was the mother of Mrs. Alice de Lappe Doll of New Rochelle, New York, and of the late Mrs. Adrienne de Lappe Spurl of New Orleans, who is survived by her sons, C. A. Spurl, Jr., and Harold D. Spurl of the same city.

The descendants of this famous family have a heritage of which they may be justly proud. There are stories on top of stories to be related from the wondrous documents possessed by Mr. Rene at his Bay St. Louis home.

To have held in my hands, clearly legible, yellowed, but otherwise perfectly preserved parchment, written by hand and signed by Louis XIV, King of France, dated 1689, honoring yet another member of this family, will always bring a thrill with the memory. Some of these documents are illustrated in this book, priceless treasures on indestructible parchment, signed and royally sealed by kings of France. The generosity of the deMontluzin family is shown by their pleasure in sharing the enjoyment of these museum treasures with fellow townsfolk and friends.

An interesting house is the Otis Home on South Beach. It was originally the model home displayed at the Louisiana Exposition in the 1890's. It was bought and dismantled and brought here by barge by the Olson Family and erected in its present site. It is a house well worth studying for its unique design, Gothic columns and placement of windows.



Charles A. Breath home on North Beach was built in 1819 by Demetry Canna on land owned by one Baptiste Favre. (This is according to the earliest deed in the records of the Breath family.)



In contrast to the many century old homes pictured in this book is the home of the C. C. McDonald, Jr. family which was built recently and is an example of the modern trend in home design.





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Richmond Barthe

EVELYN REID GRIFFITH

BAY ST. LOUIS has a claim to International fame through Richmond Barthe, native Negro sculptor whose statues in marble, bronze and stone are in museums and private collections in France, England, Germany, India and half-dozen other foreign countries.

His works are permanently displayed in the Metropolitan Museum and the Whitney Museum in New York, as well as many other major museums in the United States. His great American eagle is used at the entrance of the Social Security Building in Washington, D. C.

Barthe won two Julius Rosenwald fellowships and two Guggenheim fellowships on merit alone. He holds the Audubon Artist Medal of Honor and numerous awards and citations from the American and National Academy of Arts and Letters.

With two honorary art degrees he says, "I didn't get to High School. My mother was a widow and I was taken out of the 7th grade to help support the family in Bay St. Louis." His mother, Mrs. Marie Robertson Barthe, was a seamstress and when Richmond was small she would put him on the floor with pencil and paper while she was at her tasks.

As he grew, beauty and form always attracted him. His pockets held pretty bits of broken glass, sea shells or a dried leaf of unusual shape and his one ambition was to be a painter, not a sculptor.

During the summer months and on week-ends he worked for the Harry S. Pond family who had a summer home on the corner of South Beach and Ballentine Streets. In 1917 when he was 16 years old he went to New Orleans with them as a butler and Mrs. Pond gave him his first oil paints for a Christmas gift.

"I had never seen an artist at work" Barthe says, "and didn't even know how to apply oils to canvas. He learned composition by copying old masters from a volume of reproductions which cost him a hard-earned \$25.00.

Lyle Saxon, author of "Fabulous New Orleans" discovered his work and encouraged him by posing and then criticizing the result. Occasionally Saxon would send him to the Delgado Art Museum with a note and these few occasions gave Barthe his first opportunity to see good original pictures.

Barthe's first exhibit was at a church festival in New Orleans. His life-size painting of the Head of Christ so impressed Father Harry Kane of the Blessed Sacrament Parish that he helped Barthe to study at the Chicago Art Institute.



His first attempt at sculpture was in 1928 when he modeled the heads of two friends just as an experiment. He was requested to exhibit these in a Chicago art exhibit called "The Negro in Art". These were reproduced on a New York magazine cover and Barthe was on his road to fame as a sculptor. Under pressure from his landlady he gave up his brushes and canvas for the remunerative chisels and stone.

The theatre has long interested Barthe and some of his best known works have been in this field. One New York critic says Barthe has the entire New York theatre to himself as a sculptor. His model of Katherine Cornell as "Juliet" is in a private collection in Argentina and he has modeled Sir Lawrence Olivier, Judith Anderson, John Gilgud, Maurice Evans and Gypsy Rose Lee among others.





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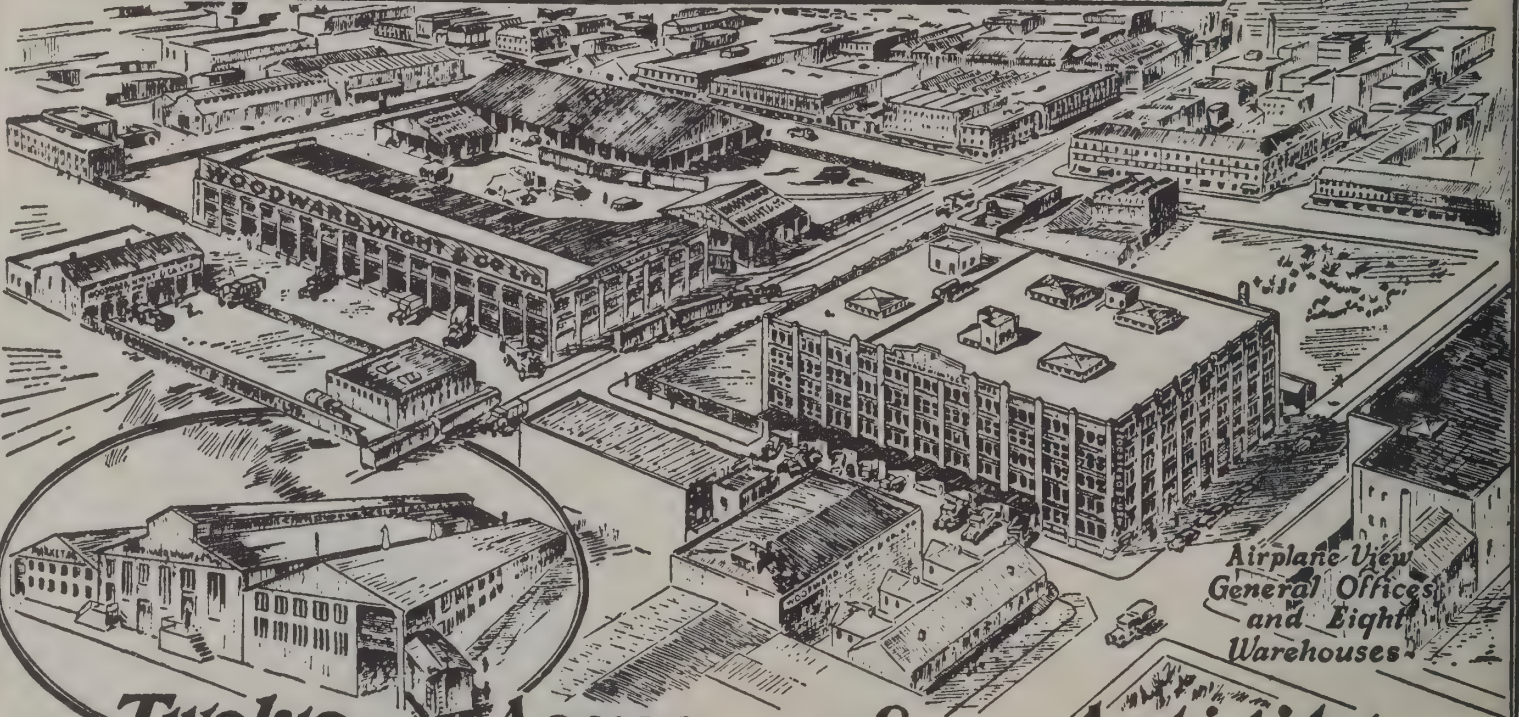
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Barth says, "My work is finished mentally before I ever go to the material." He has a photographic memory and rarely asks an actor to pose. He prefers to study his subjects night after night from a chair in the orchestra during the performance. He believes an actor lives on the stage, but in the studio he is lokely to become wooden.

Barthe planned for 15 years to do a statue of Christ. He wanted to be technically good enough and be sure he knew enough about his subject. The result is a six-foot bronze statue for the Church of St. Jude in Montgomery, Alabama and Barthe thinks this is his best work.

In 1953 Richmond Barthe returned to his first love — painting. Now in his Jamaica home set high on a hill overlooking the Caribbean he is no longer obliged to work madly to meet a deadline. Artist Barthe plans to devote the rest of his life to serious painting.

Barthe says, "I am the only one to limit myself. All knowledge that ever was, still is. None of the old masters had knowledge that is not available to me. I want to paint something that will live."

This faith has overcome every barrier and Bay St. Louis is proud to call him their most famous citizen.

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Mr. Walter Gex was the first King of Mardi Gras.



Mr. Robert Perre, second king of Carnival.

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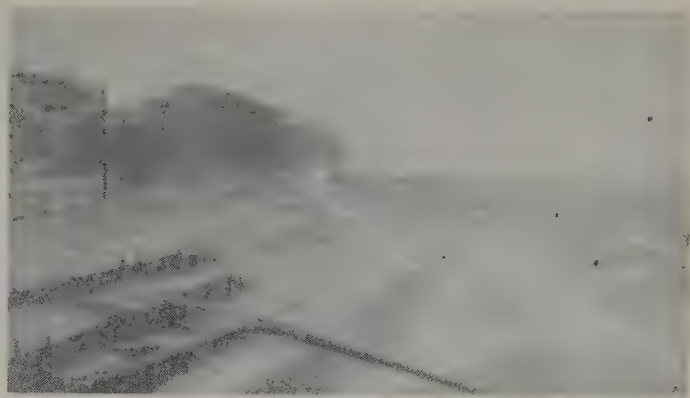
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Wreckage after 1909 hurricane.



Taken at height of storm — 1915 hurricane.



The 1947 hurricane is the one most residents remember. These pictures show some of the devastation that resulted.



Storm damage — after 1915 hurricane.



350 homes wrecked, 1100 damaged. 12 lives lost. 100 injured in Hancock Co. Hurricane Sept. 19, 1947





Osoinach's Opera House.



The Osoinach Children — 1898.

When Cecil B. DeMille Played in the Bay St. Louis Opera House

RAY THOMPSON

IT WAS in the early part of 1907 — and Cecil deMille was then traveling the country with a troupe of light opera singers that appeared at the Bay St. Louis Opera House. Asked years later if he remembered the occasion he said immediately he did — that he had never forgotten the beauty of the town nor the bright 'brand newness of the theatre.

There is a very inspiring story in both that short lived opera house at Bay St. Louis — The Osoinach Opera House — that burned down after only a few seasons, and the man of integrity who built it.

John Osoinach, who died in 1939 at the age of 74, was the operator of the Bay Mercantile store in Bay St. Louis and was the town's first banker long before it boasted a bank. For John was the only one in the city who cashed checks for customers, at no

charge but as an accommodation, and he also issued his own checks for friends who wished to pay bills out of town.

But John Osoinach is best remembered in Bay St. Louis for his opera house that he built at the turn of the century, the one at which Cecil deMille appeared. It seemed at that time that every town worth its salt had an opera house at which road shows were billed and played to packed houses — all except Bay St. Louis. So John decided to remedy that deficiency with his own money by building an opera house on the second floor of his brand new store.

It was a handsome well built theatre of its day and many of the best productions played there.

But the real story is not so much in the fact that John Osoinach, merchant and lover of culture, built a theatre for his town, as in the way that same John Osoinach acted when its defective wiring gave the city on November 7, 1907, one of its greatest conflagrations and almost completely ruined its builder and owner. He had put more money into the venture

A group of Bay St. Louis Thespians, 1911, in "The Celebrated Case". The second lady from the left is Mrs. Marguerite Backman, still an active worker with our Little Theatre Group. A few years ago she was honored by a special performance in which her sons sang songs she composed.



Cast of "The Curious Savage", a recent production.





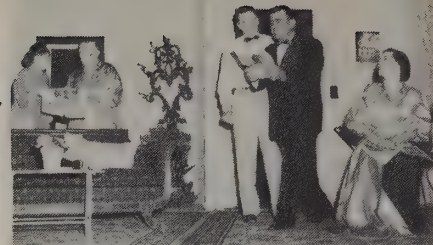
Ruins of Osoinach's Opera House after 1907 fire.

than he had expected, it had only been open a few seasons, and he was only partially insured.

When his creditors, realizing that he had deliberately gone heavily into debt to give his town a theatre, met and offered to accept fifty cents on the dollar in full and final settlement, John thanked them and refused — stating that if they would just give him a little time, he'd repay dollar for dollar.

They gave him the time and he kept his word to the last penny and in a few years was back in Dun and Bradstreet with a high commercial rating. The theatre is gone, the builder is now dead, but the name Osoinach, is a highly respected one in Bay St. Louis.

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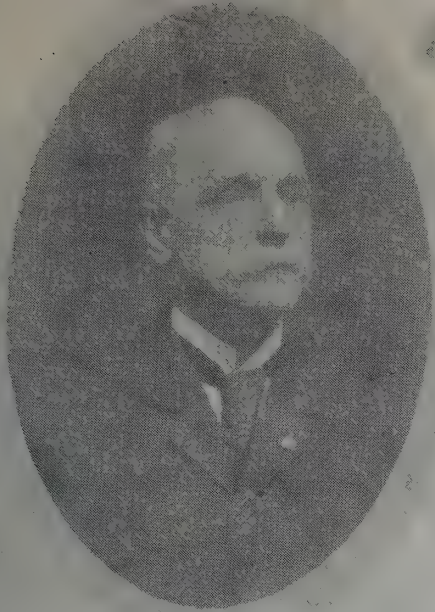
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Mr. Charles T. Cowand, father of Mr. Jesse Cowand, was a member of the Washington Artillery in the War Between the States.

.....

William J. Cleveland Camp No. 21, Spanish American War Veterans. Standing — C. L. Reab, Jesse A. Cowand, E. S. Drake and Chas. Traub, Sr. Seated — Wm. Griffin, John W. Peairs, Wm. Pathael and Edward Jones.

Mr. Jesse Cowand in his Spanish American War Uniform.

.....

Mr. Harry Saucier was a member of Teddy Roosevelt's Rough Riders.



Largest group of draftees to leave from Bay St. Louis in World War II.



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*General Pershing presenting Corporal Henry Tudury
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*Transportation in World War I was a stout wagon and
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We have been in the wholesale hardware distributing business since 1822, and have enjoyed the friendship and patronage of the citizens of Bay St. Louis through the merchants over a long period of years. We extend sincere good wishes to all on this most memorable occasion.



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*Elegance was the keynote of fashion in the Nineties.
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Demoran's Television and Appliance Business represents the success story of a young couple whose joint efforts established one of the flourishing businesses of BAY ST. LOUIS.

The venture began in 1944 with the opening of a small electrical repair shop and appliance sales business located on Railroad Ave. Long hours and hard work by Hazel and Emmett Demoran led to the increased business and need of larger quarters. In a second location, adjacent to the first, stock was increased and major appliances added.

Six years later, this astute young couple purchased the strategic "Five Corners" site at Union St. They instituted the first launderette of Hancock County, solving the washday problem for summer visitors and local residents. Later, furniture, name brand merchandise including TV sets, radios, recording machines, major appliances, lamps and other electrical housewares were added, with assurance of prompt and efficient service.

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Formerly "Watkins", the Broadview Restaurant, on Hwy. 90, four miles west of Bay St. Louis Bridge, is the only completely modern restaurant in Hancock County.

Owned by Joe and Louise Wymer, natives of New Orleans, this fine restaurant caters to those who appreciate gourmet dishes. Louise has the touch of a veteran chef, having thirty-five years in experience to master the art.

This husband-wife team are the perfect combination, with Joe's fishing fleet supplying their specialty of fresh seafood and Louise's expert handling and many secret recipes from treasured files result in meals fit for a king.

Entering the restaurant business while still in her middle teens, Louise has been dietician for Morrison's and Holsum Cafeterias in New Orleans. In 1945, she started her own restaurant in New Orleans. On a visit to Hancock County she realized the need for a fine restaurant and her keen business intuition selected the location at the intersection of the Old Spanish Trail and Hwy 90.

The modern building was constructed under her supervision and for the last eleven years this restaurant has been patronized by those who know and appreciate good food. Specializing in Southern cooking, with the piquant touch of the French, the business grew. Several years ago Louise and Joe were married. Joe, an ardent fisherman, put his skill to good avail by keeping the restaurant supplied with fresh native seafood.

Eugene Watkins, Mrs. Wymer's son, has inherited his mother's culinary talents and will, upon completing his Navy tour of duty, enter the restaurant business in New Orleans.

Louise who personally supervises the restaurant's management, advises that she also caters to banquets and parties of any size. The spacious main dining room is inviting and pleasing in decor and private dining rooms are available.

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These pictures, taken over fifty years ago, of logging operations of the Weston Lumber Co. are a striking contrast to present day methods as depicted in the modern photographs.



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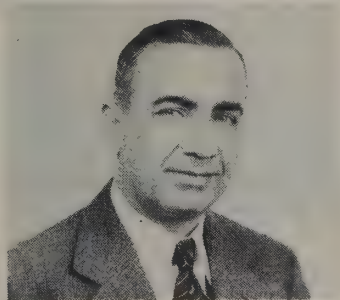
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Franchises are held for most of the leading brands of cigars, Coca-Cola, Brach and Schrafft candies.



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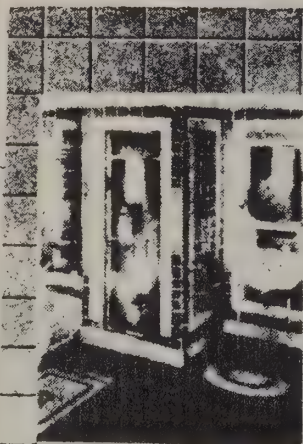
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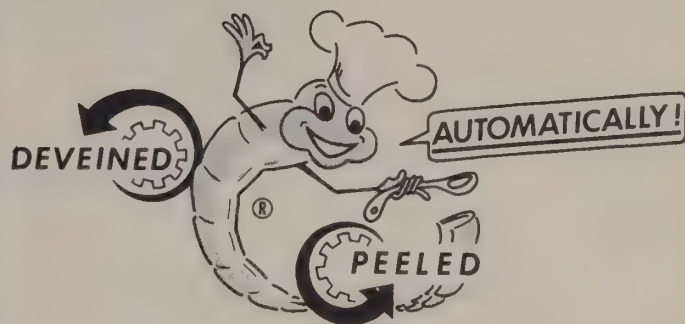
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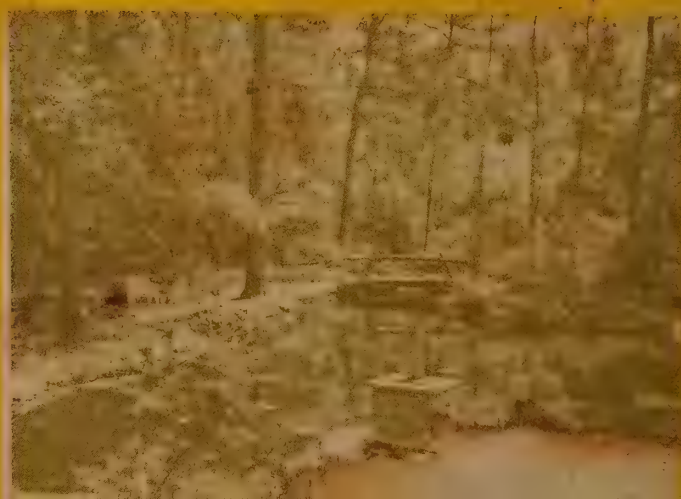
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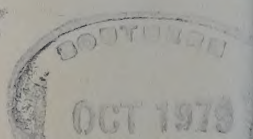
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